

# THE ROTARIAN

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BUT WHO IS YOUR  
COMPETITOR?

...

ANGLO-AMERICAN  
CONTRASTS

...

OUR  
NEW APPEARANCE

*New Features—New Format*

*New Dress*

...

ROTARY REVIEW OF  
EVENTS

...

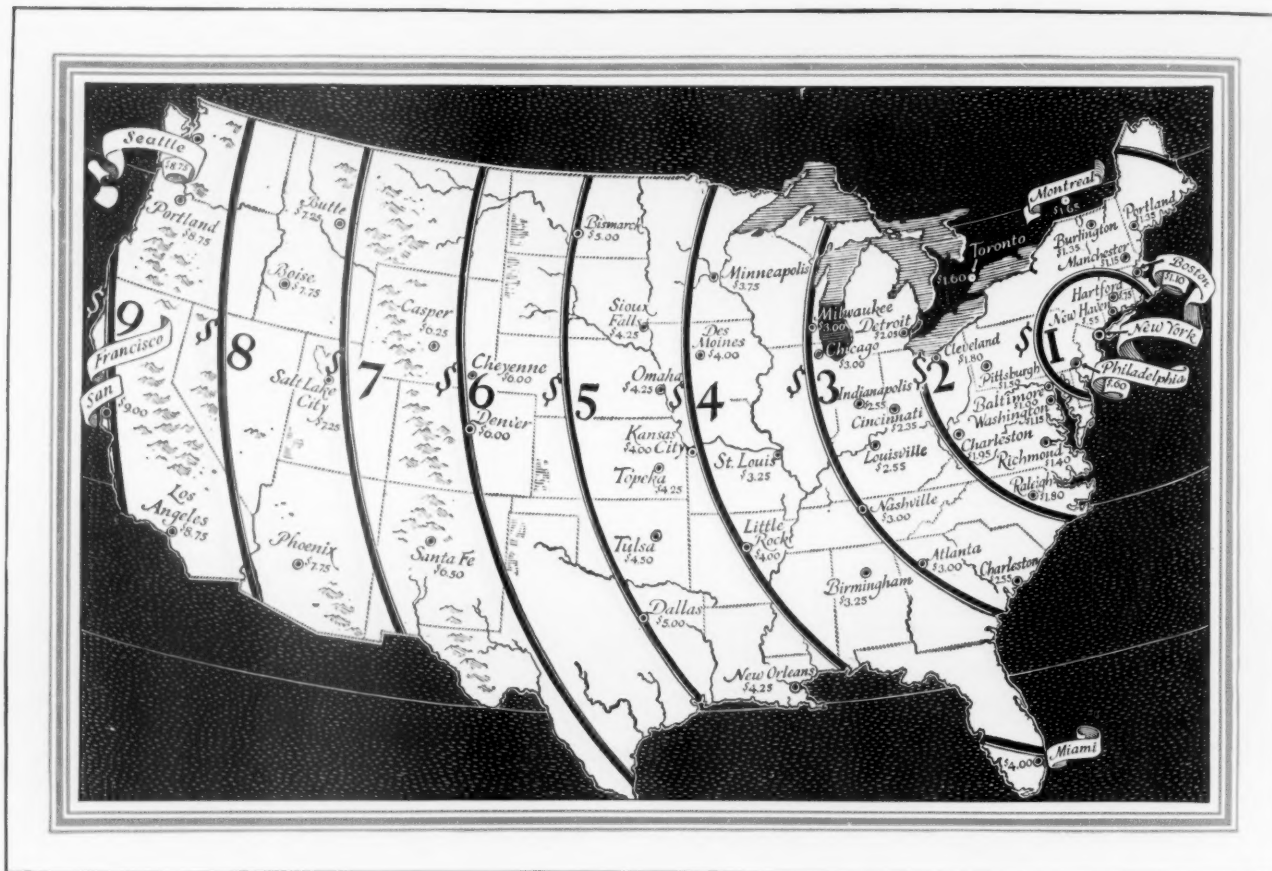
YOUTH & WORLD  
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# Look how Far your Telephone dollars now Go



WHEN one fish company calls all of its customers everywhere every Monday morning, and conducts all of its business by telephone. . . .

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When this whole magazine might be filled with similar experiences, is it not important that every business man should know how little telephone calls now cost?

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shows how far your telephone dollars now go, whether you talk between neighboring cities or half-way across the continent.

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Bell Telephone Service . . . Quick . . .  
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# "They Snickered When I Got Up To Speak"

## *—But from the First Word, I Held Them Spellbound*

THE banquet hall was crowded. Suddenly I heard the chairman's voice say—"We will now have a few words from Mr. Byron Munn." It came like a flash of lightning! He was unexpectedly calling on me for a speech! No time to beg off—no chance to wriggle out of it!

As I started to get up, I heard a titter run around the table.

"Watch him make a fool of himself," I overheard someone whisper. "He's so bashful he's afraid of his own voice."

"He'll die on his feet!" came another whisper. "This is going to be funnier than 'Abie's Irish Rose'!"

I knew they were laughing at me and expecting me to make myself ridiculous, but I only grinned inside. I stood squarely on my two feet and started in!

### "But When I Commenced to Speak"—

Almost from the first word, the smiles of doubt and derision faded from their faces. They were incredulous—amazed! Instantly the atmosphere became so tense that you could have heard a pin drop! No snickers nor sneers now—nothing but breathless attention from every one of those hundred listeners! My voice, clear as a bell—strong, forceful, unfaltering—rang out through the banquet hall as I hammered home each point of my message with telling strokes that held them spellbound! I let myself go—soaring to a smashing finale that almost brought them to their feet!

When I finished, there was an instant of dead

silence! And then it came—a furious, deafening wave of applause rolling up from one hundred pairs of hands—spontaneous, excited, thrilling! Somebody pushed forward and grabbed my hand. Others followed—and everybody started talking all at once.

"Great work, Byron, old man! I didn't know you had it in you!"

"You sure swept them off their feet! You're a wonder!"

### Was Once a "Human Clam"

After it was all over, Jack Hartay fell into step beside me as I left the hall. "Gee, that was a great speech!" he said enthusiastically. "You certainly raised yourself about 100 per cent in the eyes of every person in that place tonight. . . . And yet they used to call you 'a human clam'—and the quietest man in the office!"

It was true, too. All my life I had been handicapped with a shy, timid and retiring nature. I was so self-conscious that it almost hurt. With only a limited education, I never could express my ideas in a coherent, forceful way. As a result I saw dozens of men with less ability pass me by into positions of social and business prominence simply because they were good talkers and knew how to create the right impression. It was maddening!

### A Lucky Accident

At last I began to despair of getting anywhere—when I accidentally ran across a little book entitled *How to Work Wonders With Words*. And I want to say right here that that little book actually helped me change the course of my whole life.

Between its covers I discovered certain facts and secrets I had never dreamed of. Difficulties were swept away as I found a simple way to overcome timidity, stage-fright and self-consciousness—and how to win advancement, popularity and success. I don't mean to say that there was any "magic" or "mystery" about it, because I went at the thing systematically in the privacy of my own home, simply applying 20 minutes each day. And the results were certainly worth it!

Today I hold the sort of position that I had always envied. My salary has been increased! I am not only in constant demand as a speaker in public but I am asked to more social affairs than I have time to attend. To sum

it all up, I am meeting worth-while people, earning more than I ever dared expect and enjoying life to the fullest possible degree! And, furthermore, the sheer power of convincing speech has been the big secret of my success.

The experience of Byron Munn is typical. Not only men who have made millions, but thousands of others have found success after learning the secrets of powerful, effective speech. Being able to say the right thing in the right way at the right time has perhaps been responsible for more brilliant success than any other one thing under the sun! And the secret behind it all is so simple that it is astonishing!

### Get This Amazing Book FREE!

Right now, we offer to send you absolutely free a copy of *How to Work Wonders With Words*. This remarkable little book will show you how to develop the priceless "hidden knack" of Effective Speech that has brought success, social position, power and wealth to so many.

It will open your eyes to a new realization of what life holds in store for men who master the secrets of Effective Speech. See for yourself! There is no obligation. You can obtain your copy free by just sending the coupon.

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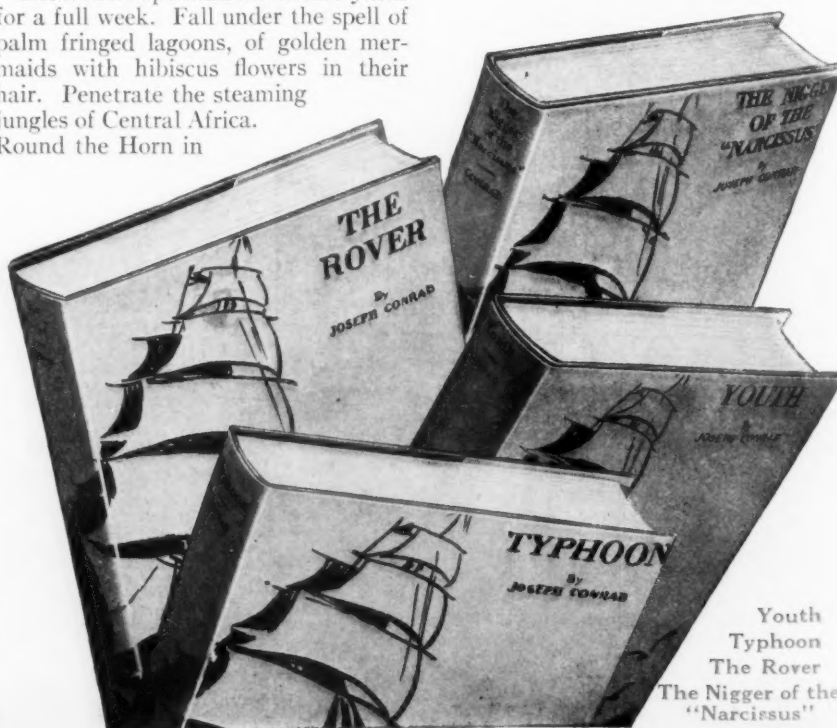
of the most beautiful editions of Conrad ever published. They are bound in beautiful sea blue cloth and handsomely decorated with original wood cuts. Each volume is the regular standard \$2.00 edition.

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## Just Among Ourselves

**A**PROPOS of the change being made to a new firm of printers, with this issue, bringing a rather formidable number of problems, we chanced to come across the paragraph quoted below and took new hope. It was probably written by some harassed editor at a time when his tribulations must have become so numerous and so heavy that his "anguished soul" cried out in rebellion:

"Getting out this magazine is no picnic. If we print jokes, folks say we are silly; if we don't, they say we are too serious; if we print original matter, they say we lack variety; if we publish things from other papers, we are too lazy to write. If we stay on the job, we ought to be out getting a new viewpoint. If we go out after stuff, we are not attending to business in our own department. If we don't print all our contributors send us we don't show the proper appreciation. If we do print them the magazine is a mass of junk. And, like as not, some wise guy will say we swiped this from an exchange. Which we did."

\* \* \*

Our ubiquitous correspondent "Rotator" advises that he will shortly be attending his first district conference in this country, as well as a number of Rotary clubs in the United States and Canada. We know we voice the sentiments of many of our readers in hoping that he will favor us with another article giving his critical observations of Rotary at work—and at play.

\* \* \*

Among the outstanding features of the April number will be an article discussing the Rotary Foundation (estab-



Peter Thomason—who wrote "How Galsworthy Interprets Life"

lished last year); the second of Rotarian Thomason's articles on Galsworthy, which will deal with an interpretation of the author's plays; also another of the series "Anglo-American Contrasts" by the editor—an article treating of Chicago, the birthplace of Rotary, and timely because of interest in the Rotary convention to be held in Chicago in 1930 and the World's Fair planned for 1933.

\* \* \*

The response for subscriptions from Rotarians in Great Britain and Ireland has been heartening, indeed. Among the many notes of favorable comment that have accompanied these subscriptions, Rotarian S. Matsuyama, commercial

VOLUME 34

NUMBER 3

# THE ROTARIAN

Published Monthly by Rotary International

I. B. SUTTON, President

CHESLEY R. PERRY, Secretary

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THE ROTARIAN is published monthly at Chicago, Illinois, by Rotary International. I. B. Sutton, Tampico, Mexico, president; Thomas Stephenson, Edinburgh, Scotland, first vice-president; Almon E. Roth, Palo Alto, California, second vice-president; Dr. Eduardo Moore, Santiago, Chile, third vice-president. Directors: William C. Achard, Zurich, Switzerland; William H. Campbell, Rochester, New York; John E. Carlson, Kansas City, Kansas; Joseph A. Caulder, Regina, Canada; R. L. Hill, Columbia, Missouri; S. Wade Marr, Raleigh, North Carolina; Arthur H. Sapp, Huntington, Indiana; Josef Schulz, Prague, Czechoslovakia. Secretary, Chesley R. Perry, Chicago, Illinois. Treasurer, Rufus F. Chapin, Chicago, Illinois.

As its official publication this magazine carries authoritative notices and articles in regard to the activities of Rotary International. In other respects responsibility is not assumed for the opinions expressed by authors. All manuscripts should be accompanied by return postage. Entered as second-class matter December 30, 1918, at the Post Office at Chicago, Illinois, under the act of March 3, 1879.

### VIVIAN JOHN CARTER, Editor and Manager

EMERSON GAUSE, Associate Editor FRANK R. JENNINGS, Business Manager.

Editorial and Advertising Offices: 211 West Wacker Drive, Chicago, U. S. A.

Advertising Representatives

Eastern: Wells W. Constantine, 7 West 16th Street, New York, N. Y.

Midwest: F. W. Henkel, 306 South Wabash Avenue, Chicago, Ill.

Pacific Coast: J. K. Evans & Associates, Western Pacific Building, Los Angeles, Cal.

Cincinnati, Ohio: A. Q. Gordon, Pickering Building

Great Britain: W. T. Pearce, 30 Broadmead, Bristol, England

Continental Europe: Umberto Grippaudo, Corso Porta Vittoria 38, Milano (114), Italy

SUBSCRIPTION RATES: \$1.50 the year in U. S., Canada and other countries to which minimum U. S. postal rate applies; \$2.00 in other countries.

counsellor of the Japanese Embassy in London, writes:

"It gives me much pleasure to say that I find much enjoyment in reading THE ROTARIAN, and, as you say, it is a good way of 'keeping in touch.' In enclosing my subscription form with check for \$2.25, I should like to convey my hearty wishes for the future success of the journal."

### Who's Who—In This Number

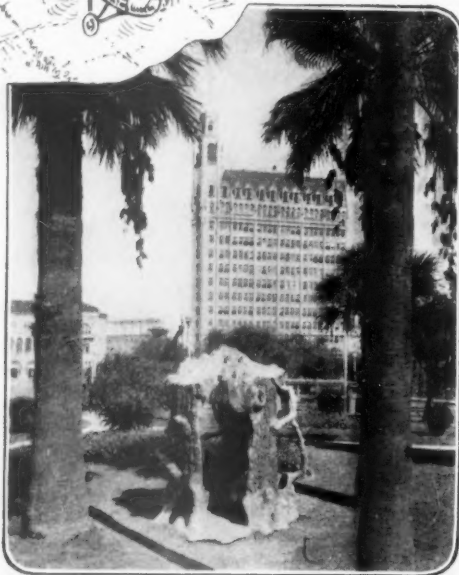
Glenn Frank, president of the University of Wisconsin, is one of the youngest college presidents in the United States . . . J. E. Bradbury, president of the Rotary Club of Oxford, England, at our invitation, wrote the authentic article on the Rhodes scholarships, their possibilities for promoting Anglo-American understanding . . . Clinton P. Anderson, whose classifica-

tion is "casualty insurance," is a member of the international Classifications Committee . . . Paul W. Horn, is president of the Texas Technological College . . . Clinton Rogers Woodruff, honorary secretary of the National Municipal League, editor of the National Municipal Review, has held many prominent posts in civic life . . . Paul H. King, is a referee in bankruptcy of Detroit, Michigan, and chairman of the Extension Committee of Rotary International . . . Calvin I. Ryan is a professor in the English Department of the State Teachers College at Kearney, Nebraska . . . Frank Hollway is editor of the Spokesman of the Rotary Club of Halifax, England . . . Peter Thomason, of Manchester, England, was one of the early presidents of Rotary in Great Britain and Ireland, and is active in British literary circles.

# All Roads Lead to Texas

WHILE we usually think of the Lone Star State in terms of saddle-leather and wide open spaces, there is another side to the picture: beautiful cities noted for their art and their industry. Rotarian legions travelling to the convention by railway and airplane and ocean steamer will realize that a new chapter has been written in the cosmopolitan history of a state that has had so colorful a past.

Left—The Medical Arts Building, seen from Alamo Plaza, San Antonio



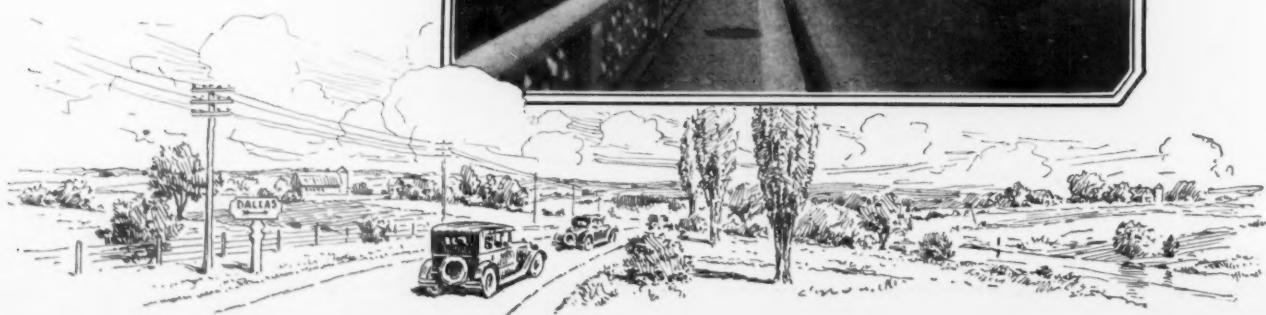
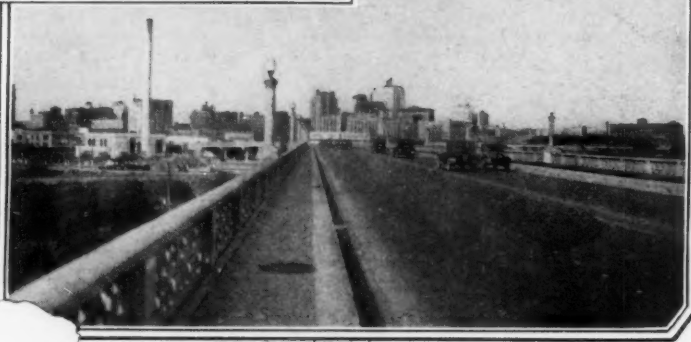
Right—A view looking down Travis Street, Houston, showing main business section



Left — Looking down Commerce Street, Dallas, showing the Santa Fe Building in the left foreground



Right — Another view of the host city, showing the skyline and Oak Cliff Viaduct



# THE ROTARIAN

AN INTERNATIONAL MAGAZINE  
DEVOTED TO THE ADVANCEMENT OF THE IDEAL OF SERVICE  
AND ITS APPLICATION TO PERSONAL,  
BUSINESS, COMMUNITY, AND INTERNATIONAL LIFE

VOLUME XXXIV

MARCH, 1929

NUMBER 3

## OUR NEW APPEARANCE

**I**N THIS hurried age, when there are so many other media than the printed word for conveying news and thought, much more care has to be taken in presentation than was the case yesterday. Busy men are apt to turn over a publication before they decide whether it is worth their while to read it, and they presume that the production to which the best thought has been given has the best thought to produce.

TODAY, so close is the contact between editor and printer that they work almost in collaboration. The editor enlists the interest of the printer in the subject-matter, and it becomes to the printer a matter of professional pride to do it justice.

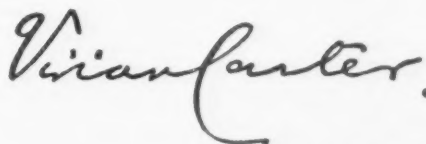
WHEREAS formerly the editor instructed the printer, today the printer improves on the instruction, or even anticipates it by his own suggestions as to how a thing shall best be presented.

THE ROTARIAN works in close contact with its printer, whose aim it is to produce a magazine of service that shall combine to the best advantage the art and the craft of all concerned.

THE present issue of this magazine represents the production of a new combination of thought and craft. Its contents cover a wide field, each of the subjects related in some way directly or indirectly with the objects of Rotary. In it will be found articles dealing with the world-wide extension of the movement and events in distant lands; problems of individual conduct in vocation, social, civic and international life; concrete expressions of the various objects of Rotary in community service; descriptions of life in picturesque countries of the world where Rotary is established; comments on world-affairs from the "Service" viewpoint; articles of interest to readers, organizers, and specialists in departments of business activity.

JUST as it is the editor's plan to reflect as many angles as possible in each single issue, so it is the plan of the producers to make the magazine as attractive to the eye as type and arrangement can make it. If there are any blemishes on "our new appearance" in this first issue under new conditions, we shall be careful to eliminate them in subsequent issues.

211 West Wacker Drive  
Chicago, Ill., U. S. A.  
March, 1929



Editor and Manager



# A Rotary Review of Events

By THE EDITOR

## Athens in Rotary—Rotary in Athens

**A**THERS in Rotary—or rather Rotary in Athens—makes a suggestive three-word headline for our first note. The coming of the old into the new, and the new into the old, has no better example. The city of Plato and Socrates and Aristotle, the place of origin of ethical philosophy, will have in the shadow of the Acropolis a gathering of men who may include in their number a Plato, a Socrates, or an Aristotle of to-morrow. Visions apart, however, the organization of Rotary in Athens follows on one of the hardest pieces of extension work yet on record. Commissioner Davidson has brought success where many a man might have thrown up his hands in despair. He arrived there by hydroplane from Stamboul (what would the ancients have known about that?) when fever was raging, called on the diplomatic corps, was told of every possible difficulty. He

found material from which to choose membership in Americanized Greeks, royalists, Venizelists, the last two not being on social terms with one another. He saw Prime Minister Venizelos, and got from him a spoken and a written expression of approval and sympathy.

The letter read as follows:—

Athens, December 11

Dear Mr. Davidson,

I have read the message of Rotary International which you handed me and I thank you very much indeed.

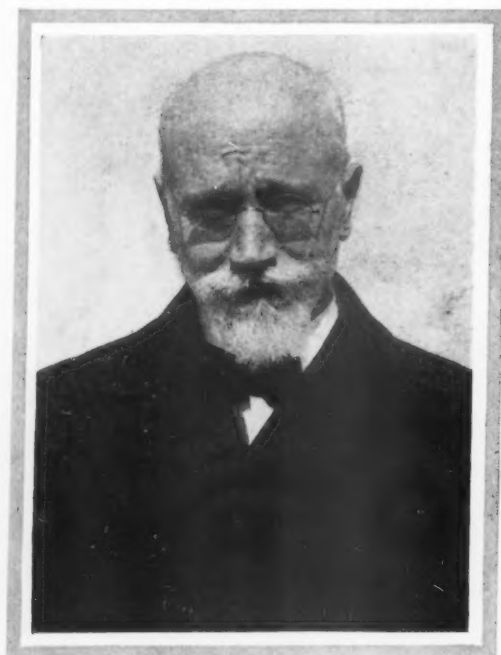
The principles which form the basis of your movement, the ideas of mutual understanding, of professional cooperation, of international peace, of men united in the ideal of service, are principles which it is our duty to urge on. That is why I follow with interest and sympathy the action aiming at the extension of the Rotary Movement in the Near East and especially in Greece.

Yours sincerely

(signed) E. K. VENIZELOS.

Athens, Greece

December 11th, 1928



VENIZELOS

simple, democratic ways, speaks English easily, and is strongly in favor of Rotary as a means of uniting men of different parties.

Apart from the initial difficulty—afterwards overcome—of getting men of opposite parties to mix, Davidson found an obstacle in the "siesta habit." Everyone goes home to lunch, and wakes up again at three. Suggested that Rotary meet after dinner once a month. Then, the financial problem. Greece would find Rotary expensive, they said. In spite of all these obstacles, the club has been formed. A royalist and a Venizelist shook hands for the first time since the revolution. A president has been found in Spiro Loverdo, a strong man, everywhere respected. He speaks Italian, French, and some English, is a patron of letters and the arts, has a beautiful home and one of the finest private libraries in Greece. He is President of the Banque Populaire, one of the largest financial institutions.

M. Loverdo hopes to be able to attend the Chicago Convention next year, with his wife and daughter. Meanwhile, he is devoting intense study to Rotary, and to its literature in all the languages he reads. Also, he will act as special commissioner to spread Rotary to the flourishing Grecian cities of Piraeus and Saloniki.

To congratulate Davidson on his Athens achievement would be superfluous. The

above brief story speaks for itself. His work at Stamboul has not been immediately fruitful, owing to political difficulties, but he has sown seed for future reaping.

## Progress World Wide

**A**PART from such high-spots in Rotary extension as Hellas, Palestine, Egypt, news comes of steady progress in regions less romantic, but interesting withal. Finland has now a second club (the capital Helsingfors being the first). It is at Turku-Abo. Its members are partly Finnish, partly Swedish. The language difficulty is resolved by making German the official medium of correspondence. It was expected to inaugurate the first club in Jugo-Slavia, at Belgrade, during the visit in February of President Sutton. The first number of the new bulletin of the Extension Committee of Rotary International tells of steady progress in existing areas, and of some of the difficulties of getting going in small cities. Apart from the usual so-called obstacles, there is the fact that other kinds of civic clubs have got in first, while Rotary was wondering how far down the population scale it ought to descend. The rule is now, that there is no place really too small for Rotary, if it is a town at all—and with this we concur. Provided small cities do not depend too much on outside speakers, and give their time to exchanges of ideas and experience of their own members, there



James H. Roth

is no reason why the small-town Rotary club should not be one of the happiest, as well as the most useful, of institutions. Small-town business and professional men ought to meet somehow, and somewhere: why not under the capacious umbrella of Rotary?

We are glad to record good progress from Brazil, where six new clubs have been organized by Commissioner James H. Roth, bringing the total up to eleven. Here, as elsewhere in the tropics, diffi-

culty is found in securing suitable meeting places, and good meals at reasonable price. In Brazil, luncheon lasts from 10 A.M. until 12:30, and people are too tired after the day's work to take part in evening meetings.

## International President on Tour

**P**RESIDENT Sutton completed his European visit with the European Advisory meeting at Paris on the 23rd, and by the time these lines appear, should be again in personal touch with headquarters. One of his most important tasks was to confer with Rotary officers in Britain and Ireland, at their meeting in London, on outstanding matters of international interest.

President Sutton, while in Rome, interviewed Father Enrico Rosa, of the Society of Jesus, editor in chief of the Catholic review *Civilita Cattolica*, which has recently been publishing articles criticizing Rotary. The president removed misapprehensions as to the "affiliation of Rotary with Masonry" that have appeared, and assured the Jesuit editor that Rotary is a business and social organization enabling men of affairs to meet for mutual advancement, and has no religious or political propaganda whatever. Father Rosa, it is stated, accepted the rebuttal of accusations, and promised to publish a correction and to discontinue attacks.

In our reference to the President's recent visits, we omitted to mention one

of outstanding importance on the North American side, the meeting held at the end of November at Highland Park, Michigan, his old home city. Over 400 Rotarians attended, representing 23 clubs. Forty-four flags representing the nations in Rotary were hung.

## Flags in Rotary

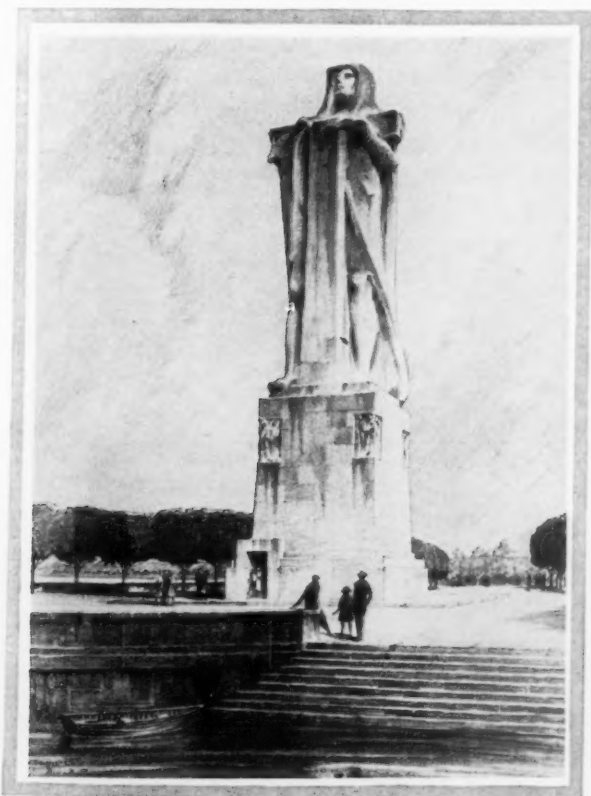
**R**EFERENCE to flags of the nations in Rotary brings to mind the difficulties incurred in getting flags from countries which, in the Rotary sense, are "nations" but which politically belong to a group, federation, or commonwealth of nations. Most of those in, for instance, the British Empire, fly the Union Jack, as do all the "nations" of the United Kingdom. A similar problem arises with national anthems: and in the listing of nations in the official directory and other office publications. What are you to do about a nation that belongs to a union of nations—for instance, the states of the German Reich? Also, there are well-known cases where nationality is claimed but not recognized.

## A Columbus Memorial in Spain

**I**T is proposed to erect a monument as a memorial to Christopher Columbus at the Port of Palos, Spain, from which he sailed in 1492 on the memorable voyage which resulted in his discovery of the New World.

The memorial will be tendered as a gift of the people of the New World to the people of the Old in appreciation of the opportunities opened up through the daring, courage and indomitable perseverance of their forbears in discovering and settling this country which has given us so much of freedom and prosperity.

It is hoped to have identified in this act of friendliness and gratitude American men and women who feel that in this era of unprecedented well-being, it is especially fitting to do homage to that man who discovered America—Christopher Columbus—and, through him, to all those pioneers of the Old World who helped to open up and settle this land of ours. By imitating the virtues of the pioneers, we can best prove ourselves worthy heirs.



Proposed Memorial to Columbus to be erected at Port of Palos, Spain

## Convention Headquarters Active

**C**ONVENTION week looms in sight; only a little over two months from now the world will be wending its way southward to Dallas. Already the international office is opened, and its officers are busily at work. Rotarian Howard Feighner is the Convention Secretary, and reports that the host club committees have practically completed their arrangements. Particular activity is reported from the local Women of Rotary, under the leadership of Mrs. Bruce Bogarte, wife of the former district governor. Many Texas clubs have pledged themselves to a 100 per cent registration. The city is being "cleaned up" for the big party from all over the world. Local members are "brushing up their geography," in order to be able to talk to visitors about their homes. It is believed the hotel problem will be solved satisfactorily. The spirit of cooperation is splendid.



Howard H. Feighner

## Rotary in India

**F**OLLOWING what we said last month about the Calcutta (India) Club, here is what an Irish Rotarian, Richard H. White, says about his visit there:

"Only about ten per cent are Asiatics and the proceedings were much the same as at home. The President, however, was a Mohammedan and wore a gay cap with a broad gold band. The membership is about eighty, but a fair percentage of the members are away from time to time on furlough so that the average attendance is not much over forty—nearly up to the standard of Dublin. The Rotary club is one of the few places where Hindus and Mohammedans associate, and I thought this a great tribute to Rotary."

## Boys' Week

**I**NTERNATIONAL Boys' Week will be celebrated this year from April 27th to May 4. Of the 2,400 clubs in North America, Boys' Work is unquestionably the greatest activity. One of the most interesting special features this year will be Achievement Exhibitions. Thousands of schoolboys and girls profitably spend a good part of the school year preparing exhibits through their manual, domestic science and vocational training classes to qualify for

prizes in the achievement exhibition awards. Many clubs are making this their chief concern in service activities. The headquarters of Rotary International are receiving an increasing number of inquiries from Rotary clubs, Boys' clubs, Legion, Scouts and other organizations. Information asked for is readily given on how to initiate, finance, and direct an achievement exhibition.

## Rotary, Economics, and Industry

WHILE the rôle of Rotary in international peace work is by now pretty generally understood, there is still doubt what the movement as a whole should do in economic and industrial "warfare." For instance, if one country puts on so high a tariff on a given article as to threaten to ruin the population of some other country, or part of a country, should Rotary International operate, if so how? Again, in the event of acute industrial crises, such as the national strike in Great Britain three years ago, what should the Rotary clubs do? The answer seems to be, create such an atmosphere of goodwill between governments and industrial organizations that you can get neither political, economic, or industrial war! The British Rotary clubs, since the strike, have taken a keener interest in industrial peacemaking than in almost any other subject. Evidence of this interest is the holding at the end of January in London of an "Industrial Conference." Over 300 Rotarian employers attended, and some Rotarians who are trade-union officials. Discussion turned round the formation of a permanent National Industrial Council, which the chief speaker, Lord Melchett, prominent chemical industrialist, strongly advo-

cated. The meeting was also addressed by a well-known Labor leader, Ben Tillett. Provided Rotarians in the British Isles keep out of party politics on this, as on other issues, nothing but good can come of study of the problem of industrial peace.

## American Aid for Distressed Miners

MEANWHILE, referring to the distress among miners in Britain, Rotarian C. J. Neal, of Cleveland, Ohio, writes to suggest that the Rotarians of the United States lend some assistance to these people.

"I believe" he adds, "without much effort enough clothing could be secured by an appeal to American Rotarians to clothe all these unfortunates and keep them more comfortable during the balance of the winter."

If any North American Rotarians feel disposed to follow this suggestion, gifts, etc., should be addressed to Saint John's Lodge, Inner Circle, Regents Park, London.

## Rotary Magazines

THE ROTARIAN offers its salutations to two national Rotary magazines which make their bow in new and picturesque attire. One of these is the *Rotary Wheel*, of Britain and Ireland, which appears in an orange cover, printed on antique wove paper with new type and arrangement of features, and covers a very wide range of news and comment. The other is "*Le Rotary*" of France, which carries messages from the International President and District Governor Fougère, and full reports of French club activities, as well as correspondence from neighboring countries.

There is a probability of a conference some time soon to establish bases for cooperation between the various national magazines of Rotary jointly with the international magazine. While each nation in Rotary needs service for its own clubs, there are matters in common concerning which editorial unity of thought is desirable.

## Is There Slavery Still?

HERE'S another challenge to Rotary—from New Zealand. The Rotary Club of the city of Thames, N. Z., writes to tell us that

"In Abyssinia, Arabia, Northern Africa and China, there are still over five million actual or virtual slaves—men, women, and children who have no family rights: who live in daily dread of what the avarice, lust and brutality of their owners may bring upon them."

This state of affairs, adds the president of the club, is largely economic. A first step might well be the appointment of a combined American and British Commission to report from first hand observation on the actual conditions of the enslaved and further to suggest what economic steps could be taken for their speedy relief."

It is of great help to have information of this kind, anyway: whether THE ROTARIAN can do more than give it publicity we do not yet know, but that we gladly do, with the reminder, however, that there are as yet no Rotary clubs in the countries named other than China—which is a very large country, and in a disturbed condition at that. The best way to get Rotary working to help reform native conditions is to start Rotary clubs in the business centres where the trouble lies.



Conference on Industrial Cooperation, held in London, January 25th. Left to right: Edwin Robinson, director, R. I. B. I.; Wilfred Andrews, second vice-president, R. I. B. I.; Sydney Pascall, chairman, Vocational Service Sub-Committee, R. I. B. I.; I. B. Sutton, president, Rotary International; Lord Melchett; C. A. Mander, first vice-president, R. I. B. I.; Arthur Chadwick, president, R. I. B. I.; T. J. Rees, director, R. I. B. I.



# The Freedom of the Air

By GLENN FRANK

*President of University of Wisconsin and former editor of the Century Magazine*

**F**REEDOM of the sea has been a knotty problem of the politics of the past.

Freedom of the air may be a still more knotty problem of the politics of the future.

Grotius wrote a great book called *Mare Liberum*—a free sea.

Selden answered with a book called *Mare Clausum*—a closed sea.

Selden's book is filled with unconscious humor for this generation. He began by quoting from Genesis how God said to Adam that he should "have dominion over the fish of the sea," arguing that if God was willing to give Adam a private concession of the fish of the sea, he certainly did not hesitate to give him the sea. Isaiah, the Talmud, Neptune, Xerxes—all did service in Selden's defense of a monopoly of the sea. His book was hailed as the great work of the first half of the seventeenth century in England.

When the nations begin grabbing for control of the air, we shall not be treated to such diverting arguments, but it is safe to say that the new issue of air-power will bring as many contests of wit and wealth, of power and persuasion, as the old issue of sea-power brought.

The time is about ripe for some modern Grotius to write an *Aer Liber* as a companion to the *Mare Liberum* that was such a master-stroke against a selfish monopoly of the seas.

Lasting peace will more and more depend upon trade routes and communications.



*Glenn Frank*

Traffic by water is freer than traffic by land, and traffic by air is freer than traffic by sea; which means that communication by air will be more difficult to hamper or to control.

The increasing use of the air for carrying goods will reopen the whole problem of communication and trade regulations; custom barriers will no longer be effective in their present forms.

It will be a costly and inefficient policy to attempt to transfer mail or goods from the air-craft of one country to the air-craft of another country at every frontier; if

any such narrowly nationalistic policies should be attempted, we shall lose much of the advantages of air-craft development.

If air routes are found to cut across the corner of this large nation and straight across the territory of that small nation, how shall the various national claims of duties be safeguarded? Can we fully safeguard custom-house duties without crippling the speed and efficiency of air transportation by too frequent landings?

Will we be able to control smuggling, which will be so much easier by air than by land or sea? May it not be possible that the rich prizes of smuggling will be one of the incentives to air-craft production? And if we should find it next to impossible to control by air, might not extensive smuggling in time prove an effective propaganda for free trade?

The freedom of the air is alive with perplexing problems.

# Youth and World Fellowship

*How the Rhodes Scholarships were founded—their practical value as a factor in international understanding*

By J. E. BRADBURY

*President, Rotary Club of Oxford*

HOW best we can advance our sixth object of understanding, goodwill and international peace is a topic that arises perhaps oftener than any other in such clubs as my own of Oxford, which has so much to do in the welcoming of visitors from other countries. One of the suggestions that has been made by our International Service Committee is to exchange the youth of one country with that of another. When discussion arises as to how such an exchange would help betterment of understanding, there occurs at once to the mind the most notable of all experiments, that known as the "Rhodes Scholarships."

There is scarcely an intelligent person in the English-speaking world of today who has not heard the words "Rhodes Scholar," but few there are who understand fully what they imply. The space at my disposal will not permit of my dealing with Rhodes Scholars from the British Dominions and I will therefore confine myself to those from the United States of America.

First of all let us consider the manner of man who was the donor of this mag-

nificent "bequest." Cecil John Rhodes was born at Bishop's Stortford, Hertfordshire, England, in 1853. In 1870 he joined his brother in Natal, and later in the Kimberley diamond fields, eventually becoming chairman of the De Beers Consolidated Mines and controller of the Consolidated Goldfields of South Africa. Under his energetic leadership the British South Africa Company developed the great country now known as Rhodesia. From 1890 to 1896 he was Premier of Cape Colony. During the earlier part of his career he realised that there were other things in life more important than mere money making and accordingly came to Oxford in 1873 and entered Oriel College as an undergraduate. For several years he spent his time partly in Oxford and partly in South Africa, eventually taking his degree in 1881 and later having the honorary degree of Doctor of Civil Law conferred on him.

Cecil Rhodes was evidently so impressed by the value of the education received at Oxford, and by the great influence such a seat of learning could exert in the life of a young man, that in July 1899 he created by his will the

Rhodes Bequest, which contained the following clauses:—

"And whereas I attach very great importance to the University having a residential system such as is in force at the Universities of Oxford and Cambridge for without it those students (i.e. those from the British Dominions and the United States) are at the most critical period of their lives left without any supervision.

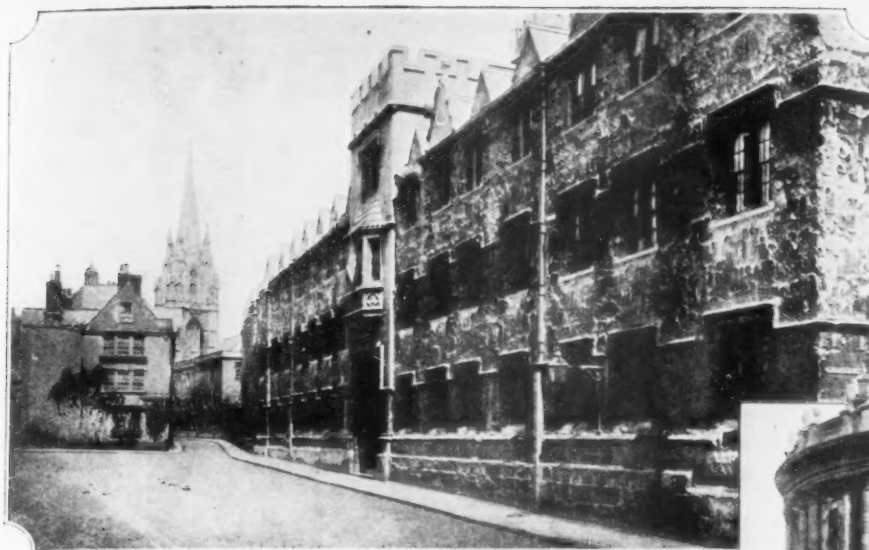
"And whereas I also desire to encourage and foster an appreciation of the advantages which I implicitly believe will result from the union of the English-speaking peoples throughout the world and to encourage in the stu-



Cecil Rhodes,  
founder of the  
Rhodes Scholar-  
ships



At Left—New Ex-  
amination Schools  
High Street,  
Oxford



Oriel College, Oxford,  
founded by Edward II,  
in 1326

Photos: Publishers  
Photo Service

Below—Radcliffe  
Library, Oxford



dents from the United States of North America, who will benefit from the American Scholarships to be established for the reason above given at the University of Oxford under this my Will, an attachment to the country from which they have sprung but without I hope withdrawing them or their sympathies from the land of their birth."

Cecil Rhodes directed that two scholars from each State of the United States should be elected, thirty-two coming to Oxford every October, duration of the Scholarships being for a period of three years; there are therefore always ninety-six American Rhodes Scholars in residence at one time. Rhodes also directed that each scholar should be paid £300 per annum, but this has been augmented since the War and is now £400 per annum.

ONE of the clauses of the will gave instructions to his trustees as to the type of person to be elected to the Scholarships:

"My desire being that the students who shall be elected to the scholarships shall not be merely bookworms I direct that in the election of a student to a scholarship regard shall be had to (1) his literary and scholastic attainments; (2) his fondness of and success in manly outdoor sports such as cricket, football, and the like; (3) his qualities of manhood, truth, courage, devotion to duty, sympathy for the protection of the weak, kindness, unselfishness, and fellowship and (4) his exhibition during school days of moral force of character and of instincts to lead and to take an interest in his schoolmates for those latter attributes will be likely in afterlife to guide him to esteem the performance of public duties as his highest aim. . . . No student shall be qualified or disqualified for election to a scholarship on account of his race or religious opinions."

Now it may fairly be asked, how do the American young men, who are on an average two years older than the

British undergraduates, assimilate English university life? Fortunately, the very great bulk of the evidence is triumphantly in favor of the high ideals and great vision of Cecil Rhodes. The writer is personally acquainted with many of the American Rhodes scholars and has received from those who have taken their degrees and gone home many letters full of the love of Oxford and their own colleges in particular, and testifying in no ordinary manner to the influence Oxford has had on their lives. It certainly does not make them any the less "American" in their outlook but they realise, as in no other way, the problems that beset this country in particular and Europe in general.

The Academical Year in Oxford is divided into three terms of eight weeks each. The first term Michaelmas, extends from early in October to early in December; the second, Hilary, from the middle of January to the middle of March; and the Summer, Trinity, from the end of April to the end of June; consequently the undergraduate has ample time to make himself acquainted with the British Isles and the Continent of Europe, of which he takes full advantage.

The opinion amongst the great majority of old Rhodes scholars would be that, through the generosity of Cecil Rhodes, they are better citizens of their great Republic in every way through the three years spent in our beautiful city of Oxford. To confirm the strength of this opinion one has only to note that on the 5th day of July, 1928, a Trust Deed was incorporated with the title of "American Trust Fund for Oxford University," showing in an unmistakable fashion the opinion of some of the former Rhodes scholars.

It is quite likely that, out of the large number of men who have been through Oxford, there will almost inevitably be a few who from one cause or another did not "mix" well in their own college, particularly as their average age is two years above that of their confreres. These are, however, quite rare exceptions and the average American student worthily takes his share in the life of his college, on the sports-ground and on the river and assimilates to such an extent that the American Club that was formerly in existence has been closed down owing to lack of support from the students.

There will be a good many men reading this short and inadequate article who have passed through Oxford either as Rhodes scholar or otherwise, who can testify as to the truth of my remarks. We all hope and pray that the historian of the future will be able to see quite clearly the influence on the English-speaking world of the men who came to Oxford from the United States of America and the British Dominions across the Seas.

I have read with interest of the recent establishment of a Rotary Foundation. Will not one of its possible objects be to carry a stage further Cecil Rhodes's great initiative in the exchange of Youth between the various countries?



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*The real competitor of most business men is not the competitor of today, but the competitor of tomorrow. The real competitor is the everlasting urge for something new, something brighter, something mechanical. The real competitor is Change.*

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## But Who Is Your Competitor?

*Does he happen to be a member of your club?*

By CLINTON P. ANDERSON

*Member, Classification Committee, Rotary International*

ASK a Rotarian what he understands by "Rotary's Unique Principle of Classification" and he is likely to answer:

"Well, that's to fix it so if I join the Rotary club, my competitor can't get in."

Wonderful if it works! But does it?

You sell shoes. John Brown sells shoes. Is he your competitor? No, I'm serious. Is he *today*? Will he be *tomorrow*? Or will a new swing of fashion's pendulum bring you two shoe merchants together—in bankruptcy?

No one is writing poetry about the village blacksmith today. Longfellow's sturdy hero probably kept a watchful eye on the blacksmith down the road—his competitor. Competitor, did I say? The real competitor was the automobile that put them both out of business.

That automobile required gasoline. Oil drills probed the earth and new oil fields came into being to supply the gasoline. The coal merchant sold his team and bought a truck to show he was progressive and to shame his competitor. And what happened? The new truck used gasoline; enormous supplies of gasoline meant an excess of distillate and fuel oil; the oil burner was perfected, and many a store building and private residence announced that the coal truck need never call again. Who was the real competitor?

But the coal wagon wasn't the only one to stop. Ice men fought in their competition as to who could cut the finest cake of ice out of the frozen river. While they were doing it, artificial ice plants were building. Then somebody learned that a little piece of copper wire made an excellent ice-man. The real competitors in the ice business of tomor-

row might easily be the electric power company, seeking to sell current for an electric refrigerator, and the gas company, offering a similar service from your gas main.

Two breweries in these United States vied in seeing which could pour heavenward the blackest column of smoke, significant of increasing business. Were they competitors? Not with the eighteenth amendment just around the corner.

The world moves. Dr. John D. Clark, chemist and lecturer at the University of New Mexico, recently advised his fellow-Rotarians that their dollars might be as endangered in modern stocks as in the old-fashioned stockings. You never know when chemical research may devise a new product or a cheaper process that will drive your company to the wall.

For example, he cited silk manufacturer number one fearing the competition of silk manufacturer number two, but the competitor that the stockholder needed to watch was the man who made Rayon silk, first from cotton and then from wood pulp. The growers of cane sugar competed between themselves; then they competed against the growers of sugar beets; now they have an eye on the man who makes sugar from sawdust. Tomorrow? Well, look out for the fellow who offers levulose, made from Jerusalem artichokes. It is likely to prove sweeter than sugar and be harmless for diabetics. It's a lucky business man who knows the real identity of his competitor.

If I want a new set of breakfast-room furniture, does my Rotarian friend, Harry Strong, need to worry about a competitor in the furniture busi-

ness down the street? Not at all! The real competitor is a paint brush and a can of Duco which makes the old kitchen chairs and table fulfill all my wishes.

These new lacquers and their cousins, the synthetic plastics, have revolutionized our ideas of color. Take a look at a display rack of fountain pens—and then look at the dismal black tone of the one you discarded a few seasons back.

IT'S the "Mauve Decade" in business—mauve having been defined as "purple trying to be pink." The old dressing up in the colors of youth, whether it be an automobile, fountain pen, or a bath tub,—this is the phenomenon of our modern business world. The real competitor of many Rotarians—most Rotarians—is this everlasting urge for something new, something brighter, usually something mechanical, to relieve those duller hours that seem an incident of our modern existence. The real competitor is *change*.

It is idle to look upon Rotary's principle of single classification as a scheme to shut ourselves in by shutting our competitors out. They may not be in the club today, but you may be out tomorrow. For tomorrow some young chemist may take his test tube and a Bunsen burner and produce synthetically in a few hours what you now secure only by the planting of seed, the ripening of crops, and the roar and rumble of giant factories.

Classifications was the gateway through which we entered Rotary. Classifications can be no more—and should be no less—than the channel for the flow of Rotary into the whole scheme of human endeavor. In a changing business world, where industries come and



"The village blacksmith ... his real competitor was the automobile."

go with the development of a new technique of merchandising or a revolutionary method of manufacture, the opportunity and the responsibility of the classifications committee to a Rotary club are both tremendously increased. For it is in new classifications that Rotary must meet the changing order of things. It is through new classifications that the message of Rotary must be carried to these rising giants of industry. Rotary cannot stand by and watch them develop. It must reach out and meet them as they are coming in.

If the club through its classifications committee will keep abreast of the times, most of the problems of extension within the club will be solved. Does your club reflect the sudden rise of the radio industry in all its branches: broadcasting, the making of receiving and transmitting apparatus, the merchandising of these articles? Is Radio as active in your club as it is on the stock exchange?

The Aims and Objects committee of a club is charged with the task of Rotary education. Will it be forced to confine its efforts to the established industries whose business habits are largely fixed? Or will the classifications committee give it a chance to contact these husky children of chemical and physical research and to "train up the child in the way it should go?" Shall we write codes to correct the old or direct the new?

Rotary has a story of value to the present member of the club. Its philosophy, its formula for business success, are today pointing out the safest and

surest method of meeting the threats of new industries and methods. You and your competitor may sit side by side at the luncheon table. You may both be serving the same meed of society, though by different media. Rotary invites you to dignify your own profession, and to extend its services to the public to the end that it becomes a vital part of our commercial life, something that can and will resist the advances of new products by newer firms. Now as never before you are needed as an ambassador from Rotary to your craft and through your craft to the public generally,—an ambassador able to bring together all members of the craft in a campaign of mutual helpfulness.

**R**OTARY does not say: "Keep your competitor out." More worth while is the task of finding out who he is and who his and your successor may be. He is not to be shunned; he is to be studied. His service is not to be criticized; it is to be used as a yardstick to measure your own to see if you are going ahead towards success or are staying where you are as the procession goes by.

Our craft needs us as ambassadors. We must study the problems of modern business life collectively, for our competitors are not those in the same line of business but those who would supplant our service entirely. We must meet the challenge. How?

Rotarians talk a great deal about vocational service. What do they mean by the phrase? Many things, of course; but one of them might be the determina-

tion on the part of each Rotarian that he would carry to his craft the story of a generation that is changing its habits and customs of life, that he would show his craft the need for persistent study and constant improvement of the service given by all members of the craft to the public generally, and that collectively they would work out a program to safeguard the permanence of their business.

Civilization has been defined as a list of desires. These products of inventive skill: what are they but a response by science to the dreams of man? The radio to carry a voice across a continent, the airplane to give man a pair of wings, the sound movies to let the most remote village see and hear the toast of Broadway,—all invented to gratify the desires of humanity. It is our privilege as Rotarians to find out how we may keep our trade or profession so vital that it will never disappear from civilization's list.

The Standard Outline of Classifications of Rotary International is the Doomsday Book of modern business. In 1900, it would have listed the business of shoeing horses. In 1925, it was the business of repairing automobiles. In 1929, your classifications committee established the minor classification of "Airport-operating." The committee will continue to make new classifications through the years as industries rise and fall. Be careful lest your business disappear from the list and in its stead be placed the service of your real competitor.

# Anglo-American Contrasts

*Rotary and its critics : Babbitt in two varieties*



H. L. Mencken

*The editor of "The Rotarian" was editor of the London "Bystander" from 1908 till 1916, and his criticisms on books and music appeared regularly in its columns, and those of other well-known English journals. His comments on the present-day critics of Rotary will be of special interest to readers.*



Sinclair Lewis

By VIVIAN CARTER

I HAVE been asked by some correspondents whether I intend in these columns to deal with the attacks on Rotary made by certain literary persons. I fear I am disqualified to do this by the fact that the said attacks have never awakened my fires. Alas, I have not even kept them in a cuttings book. So far as memory serves me, the literary attack on Rotary is just the contemporary version of the attack by Culture on average citizenship that has gone on since the first days of civilization. The Athenian intellectuals despised the *hoi polloi*, the Roman the *plebs*, the French the *bourgeoisie*, the English Mrs. Grundy. Average citizenship in all ages has either ignored, ridiculed, or persecuted, original wit and wisdom, and has to endure its derision.

In the America of to-day, average citizenship is not as in former days unvoiced. Jonathan has nowadays a good deal to say for himself, and says it not solo but in chorus. He has developed group-speech and group-action to an amazing degree. The list of fraternities, clubs, cults, sects, orders, leagues, unions, brotherhoods, guilds, is far too long to print, which would be superfluous anyway, as most people know it is a long one. Of these, Rotary is selected for special attention because it happens to be the most gifted in expression. It is representative of not only the general run of business but also of professional men in all sorts and sizes of town and city. In its ranks are men who preach and teach, speak, write and publish. Many of the things said, written, and printed, lend themselves to quotation. Newspaper men select, if they can, the striking sentence, and often select one that has a saxophonic effect. It would not take too skilful a pair of scissors to clip a column of Rotarian utterances of

which most would have more or less a ridiculous look (apart from their contexts). Thus, the Rotarian figures in the print of superiority as the arch-type of organized average citizenship, and, known as "Babbitt," is the chosen butt of ridicule.

The movement is vulnerable in many parts. The most skilful organization in the world cannot prevent leakages of gas here and there. Many of the claims made by Rotarians on behalf of Rotary are bombastic or fatuous; enthusiasm is either coherent or incoherent, either way, it is sometimes laughable.

A large number of the Rotary meetings I have attended in the States have been no less dignified than at home, even if the habit of club-singing and address by the first-name is indulged in. So far as the actual conduct of business is concerned, though there is not as a rule any drinking of the "loyal toast," the custom of singing the national song, and saluting the national flag, is followed, with impressive effect. I have attended meetings that have combined decorum with real friendliness, and very few indeed have been the real rough-houses.

## Munitions for the Enemy

NOW and again, however, one will be at a meeting the effect of which is to cause one to cast the eye uneasily around to see if Mr. Mencken or Mr. Sinclair Lewis is about, and to utter a quiet prayer of thanks if he isn't.

Take this one, for instance. It is an inter-club meeting . . . over a hundred present. We sit; the song-leader bids each one of us shake the right hand and "know" our next neighbor. So done. Before we've had time to say "Howdy, Dave," or "Glad to know you, Pete," the song leader is at us with instructions

to sing "Love's Old Sweet Song." That done, we start to sip our soup, to be interrupted at the second sip with loud instructions to sing "A Long, Long Trail." We start to make a remark to Dave, or Pete, but before a sentence is through, we are at it again, singing "Sweet Adeline," "Hero Mine," "That Rotary Smile," and so on with barely an interval even to eat, let alone to "cultivate acquaintance with a view to service." When singing and attempting to eat is done with, we are in for "talks." Fifteen visiting Rotarians each say a word—usually it is to tell a tale; the platform says a word apiece; the district governor makes an address, there are more tales, and lastly the "Speaker of the evening" comes to the attack, and say, he is some speaker, I'll agree. Whereas the sensitive Britisher, after such an evening, would probably determine to cut down his remarks to the bone, not so, our speaker of the evening. He's there to tell us, we're here to listen, tell us he will, listen we shall for an hour though we faint with the heat, shuffle, look at our watches.

If one asks oneself how much such an evening has done to advance the objects of Rotary, we must ask again, and guess the answer. It has not added one to our friendships, and if it has added to acquaintanceship, it is only to give us a few more Daves and Petes to forget for lack of time to fix the personality in memory.

In England, too, they will have meetings of that kind. But it is the rule not to sing during a meal, and only very rarely after. I was asked once why the English Rotarians do not sing, was it because they can't? I replied, "It is, I think, because they *know* they can't"—and left my questioner to worry as to what I meant.



By the way, my British friends ought to know that it is a fixed article of faith in the United States that the Englishman lacks a sense of humor. The people out of whose vulgar ranks sprang Chaucer, Shakespeare, Pope, Dryden, Swift, Fielding, Smollett, Sterne, Dr. Johnson, Lamb, Goldsmith, Ingoldsby, Captain Marryat, Dickens, Thackeray, Tom Hood, W. S. Gilbert, Kipling, Wells, Jerome K. Jerome, Oscar Wilde, Lewis Carroll, G. K. Chesterton, lack humor. (I will give the Irish Bernard Shaw, though he has spent his lifetime in London.) I have often tried to get at the bottom of the mystery, but have never yet succeeded. Maybe it is because the Englishman heard in his cradle many of the jokes that are inflicted upon him, and if he laughs at all laughs politely; maybe it is because some of the idioms are incomprehensible; maybe it is part of a subtle scheme by Scotsmen and Irishmen to undermine English prestige. I am quite sure until the end of time, the Englishman will be said in America to lack humor.

Another fixed idea is that the Englishman wears a monocle and spats, and says "dontherknow" between every other word. An audience at a farce I went to lately was convulsed at a supposed English duke, who spoke in a broad Cockney accent. The lesson to be learned from this by Britishers is, don't attempt to imitate the accent of the American on the strength of the speech you've heard of some American tourists. Many of our attempts to speak Yankee are as laughable to Americans as to us are theirs to speak in what they think to be our dia-

lect. One of the worst offenders in this respect is our national humorist, Mr. PUNCH, who never seems successful in his attempts to depict the American. In one way, residence in America has made me a better man. I no longer swear—the reason is that English swear-words are not understood in the United States, therefore to use them is wickedly to waste good material. Of the regulation exple-

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**Two reminders that Dickens discovered the British "Babbitt" long before Sinclair Lewis discovered the American one.**

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tives, only that which begins with a "d" is in international usage, but even then, it usually becomes corrupted to the anæmic "darn." Now, I do not speak my curses, but project them into thought forms, thus becoming, as I have said, in one respect, a better man. (Some of

these repressions have exploded into verse, but this is not the place to exhibit the fragments.)

But to return to the critics of Rotary: they are interesting in themselves, so far as I have been able to study them. In my youth, I spent much time in a critical atmosphere, and got to know something of the ways of the craft. My earliest little tin gods were the "Saturday Reviewers," and Yellow Bookmen, of the London of the nineties. These men were out against Victorianism in all its forms, its philosophy, politics, literature, art, music, sculpture, morals, and manners. The streets of the city were strewn with the dust of idols, and the ears were deafened with the knockings of the younger generation at the door. Criticism was an easy, and a not unprofitable, job for a young man who could write (I did fairly well myself, as a musical critic, early in the century). There were so many hoary heads to hit when they were turned gravewards, and I did my own bit of hitting at academic composers, just as my young friends were doing theirs at the heads of academic painters,



Mr. Pecksniff: His very throat was moral . . . his manner which was soft and oily . . . all tend to the same purpose, and cried aloud, "Behold the moral Pecksniff!"

*Illustration from the etching by Barnard*



"Peace, my friends," says Chadband, rising and wiping the oily exudations from his reverend visage. "Peace be with us! My friends, why with us? Because," with his fat smile, "it cannot be against us, because it must be for us . . ."

poets, and prosemen, and out-of-date politicians.

Then came the war. Many of the critics went off early, and never returned. Those that came back had lost some fight. They wanted a peaceful life, for the world and for themselves, and began to think constructively about the future rather than destructively about the past. Passion there was—against the forces of war and the war-mind, but it was full-blooded, and expressed itself with sincerity that was bred with bitter experience. The mere iconoclast faded out in post-war England, and the journals that used to subsist on vitriol went out of business. The average citizen—dull, stupid old John Bull, formerly ridiculed, had proved himself to be a good stayer in hard times, and changed into a laughing youth with a soft cap, soft collar and cigarette, was found to possess an unsuspected native wit. Most of the humor of the war-times came straight from the mouth of the trenches, where the average man lived—or died. After the war, there was very little lampooning of citizenship; it had won for itself honor and esteem.

### *The Pride of Prejudice*

IN America, the war drew millions into the fighting lines, but did not to any great extent disturb the writing lines. The critics went on placidly at their work, some of them quite proud of the fact that they were unaffected by what was going on overseas. When I crossed over here last August, and fed my mind largely on the literary magazines, they took me back a quarter of a century. Here, I said, are my old friends of the post-Victorian days, punching the head of "Babbitt" just as we used to punch that of dear old dead Mrs. Grundy. Here are men who, just as in my young days, were proud of their *prejudices*. Just not to like a certain form of art (pianoforte music, or poetry) was sufficient ground for damning it to the seventh hell, regardless of the fact that other quite intelligent people liked and practised that form of art. Not to have acquired a liking for women, or a dislike for strong liquor, was sufficient ground for dismissing Woman and idolizing wine. Not having been born an Anglo-Saxon was good enough ground for damning that race as responsible for all the evils of the age. To have failed to find a sincere religious belief was sufficient for dismissing all the religious beliefs of others. One set oneself up as the centre of the universe, and made one's own limitations its bounds, one's likes its gods, one's dislikes its devils. A smattering of Nietzsche had given a sort of sanction to egoism. The type was all so familiar to me; all that surprised me about it was to find that it still survived—in America.

A mere Englishman cannot be competent to take up cudgels against

this American iconoclasm—unless as a candid friend and well-wisher. I have written myself, in these pages, some criticisms of the America of to-day. I have referred to the excess of "conference" in business, to the monotony of long-distance travel, to the unhomeliness of city homes, to disintegrated family life, to detachment from the affairs of other countries, to small-town self-satisfaction, to excessive specialization, the ubiquitous one-track mind, standardization, and enslavement by the will and taste of the majority. I could add to these things, the lack of the social sense so far as the world at large is concerned, excess of it so far as one's own community, craft, or interest is concerned. With the group mind has come the wane of original thought. Personal selfishness has been enlarged to become group selfishness. Fixed-mindedness tends to intolerance, inability to see the other side, or the other man's viewpoint. There is a certain fatalism, due to majority-rule and written constitutions. One cannot with confidence submit a novel argument without fear of concerted attack by the hired spokesmen of a group. I miss respect for the law, and its administration—even when the law is unpopular. All these things can be said, and in the friendly fashion of brothers.

But such criticism is not content merely with detecting the fault. It wants to get at the cause, and the remedy. Every one of the things charged against "Babbitt" is curable, and the very fact that "Babbitt" is a Rotarian is indication that he knows what he is suffering from and wants to be put right. The very origin of Rotary, as was shown in our Anniversary supplement last month, was one man's need better to know and to understand his business associates. Paul Harris feared the self-sufficiency, group-sufficiency, one-track mindedness, narrow nationalism, the intolerance of other viewpoints, to which the critic has referred, and wanted to counteract it by contacts. Know that other fellow better! Get the fellowship sense inside you! Work together not as a class or group, but as Everyman! Know other cities, other states, other nations, know the world! Think internationally, think universally! Find the cure for war in the culture of fellowship! So said the Founder, in effect, and so have said those who have followed.

ROTARY, I would tell the critics—if I have any right to speech, provides "Babbitt" at his worst an opportunity to become "Babbitt" at his best. Rotary provides the constructive philosopher, the thinker with the social sense and the world-vision, with his opportunity to get contact with real men, selected, classified, localized, and to influence those men to ways of thought that, if they were made universal, would

remove every one of the charges made against Americans by an Englishman, or against Englishmen by Americans. And here I can indulge myself with a little criticism of my own folk.

### *The British Babbitt*

MR. SINCLAIR LEWIS, recently in England, said there were English Babbitts as well as American. So far as I remember, he dealt very gently with the English Babbitt—but then he was in their country, as I am in that of the American. The English Babbitt was already dealt with to his deserts by Dickens, who gave him many such different names as Pecksniff, Podsnap, Chadband, Stiggins, Crummles. Hypocrisy, self-satisfaction, prudery, showmanship, these were English characteristics in Dickens's day and before, and they are English characteristics to-day. You have to-day as yesterday, the man of public benefactions but private meannesses, the man who is snow-white in his local reputation but something quite different when in the metropolis, the man who asserts that his own country is the only one on earth, the man who affects public modesty when all the time he has staged a self-advertisement. Mr. Lewis could write a "Babbitt" on an English model, if Dickens had not done it so well before him. But he could not identify the English "Babbitt" to any extent with Rotary. So far as he exists, he would long ago have found some expression for his personality in public life that did not obligate him to such annoyances as regular attendance at a weekly luncheon or active work on club committees.

The English Babbitt is not a Rotarian to any large extent, because, in England, Rotary has very little "boost" to offer him—rather the reverse. Rotary in England is rather the resort of the quiet, unostentatious, forward-looking man of affairs, who believes that in the Six Objects may be found the key to solutions that have baffled the world. The British Rotarian is he who believes in fellowship—in affairs of business, industry, the city, the country, and the world—as the true way to peace and happiness; and as the American Rotarian has just the same approach, will not a better understanding between the Rotarians of the two countries achieve more than all the peace pacts and arms parleys?

It has been with a view to helping each to understand the other that I have jotted down the notes in this and the preceding articles. Many of the things I have said have been countered by critics, but so far, I have met nothing but good-humored criticism, and that it has been possible to say even what I have said without breaking fellowship speaks well for American Rotary as a peace-atmosphere, in which it is happy to be privileged to dwell for a season.



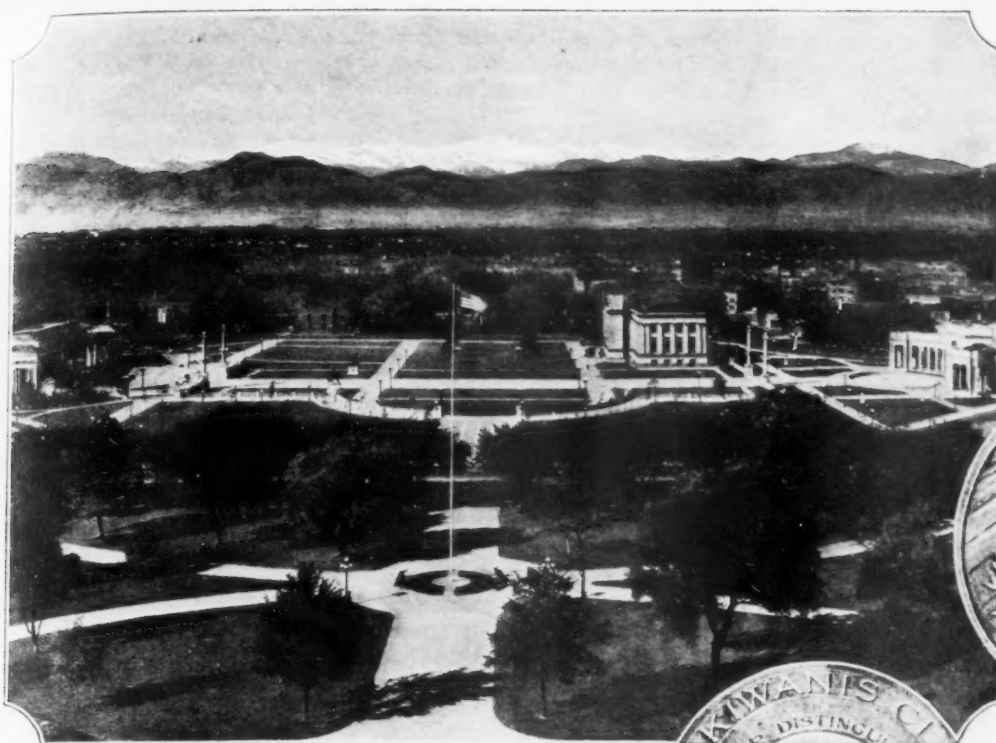


Photo: Denver Tourist Bureau

Denver's beautiful Civic Colonnade serves the dual purpose of making the mountain city more attractive, and commemorating the services of exceptional, useful citizens

Kiwanians of Lincoln, Nebraska, award this Distinguished Service Medal for outstanding achievements in civic endeavor



By  
CLINTON  
ROGERS  
WOODRUFF

## Recognizing Municipal Service

**M**UNICIPAL" is derived from two Latin words. One is *munus* and means "duty." The other is *capere* and that means "take." Therefore municipal means undertaking a duty. The history of American cities, however, shows that this has not always been the meaning attached to the word. All too often the duty of citizenship, for that is the duty that is involved—has not been undertaken. It has been shirked or ignored. So generally has this been the case that steps have been taken in many cities publicly to recognize those who having realized their duty have discharged it in a conspicuous way to the end there may be a re-awakening of civic interest on the part of citizens.

According to the Chamber of Commerce of the United States the outstanding civic award is the annual prize of \$10,000 established in Philadelphia by Edward W. Bok, awarded to that citizen of Philadelphia or its vicinity who, in the judgment of the Board of Directors of the Award, has best merited it. Established in 1921, awards have been made among others to Dr. Leopold Stokowski, the composer, noted musician, and leader of the Philadelphia Orchestra; to Dr. Russell H. Conwell,

The growing number of municipal awards in the United States lends support to the theory that outstanding public service deserves public recognition, and makes for a better government. This article describes various ways in which the awards are made.

educator and clergyman; to Mr. Samuel S. Fleisher, philanthropist; to Dr. Charles Custis Harrison, late provost of the University of Pennsylvania, who has done much to advance the cause of learning, as well as to aid charitable institutions; to Samuel Yellin, the metal worker; and to the Rev. Dr. W. Herbert Burk, the rector of the Memorial Chapel at Valley Forge.

According to the Secretary of the Award, the interest of the community has increased with each passing year and the trustees, as the time approaches

for the selection of the recipient of the award, of which the public press takes wide notice, are in receipt of nominations and recommendations from persons in great number.

Formal recognition by cities has also been instituted. Denver's Civic Colonnade is an especially conspicuous case in point. In 1920 Mayor Bailey of that city appointed a "Civic Benefactors Commission" to carry out the plan of former Mayor Speer of Denver to stimulate the bestowal of substantial gifts upon the city and to increase its beauty and distinction. The commission selected the names of thirty citizens who had in the past added beauty and distinction to the city. The inscription on the colonnade is an indication of its purposes:

"In order to give effect to the oft-expressed intention of the late Mayor Robert W. Speer, the Government of the City and County of Denver, Colorado, here records with grateful appreciation the names of civic benefactors who by gifts of material character have added to the beauty and distinction of this city."

Then the Denver Chamber of Commerce confers Honorary Life Membership known as "The Colorado Public Service Award" on members of the



chamber in recognition of signal public service for Denver and Colorado. An awards committee acts upon applications or suggestions, and makes the final decision, and the presentation is made by the president. The award, however, is given only to members of the chamber and only for services rendered in connection with the chamber's work, and only for volunteer work.

Sacramento through its city council has established an Honor Roll and a Memorial gift commission whose duty it is "to collect full and complete information on all public gifts, donations, legacies and bequests, of whatever nature, from the city's earliest history to date and to arrange for the appropriate memorialization of the names of the donors and their gifts." The other function of this commission is to stimulate others to emulate the examples of these givers of good gifts, or at least, large gifts.

Lincoln, Nebraska, recognizes and celebrates such contributions to the common good as have "found approval in the hearts of the people of the state" and those who "stimulate citizens everywhere to place higher values upon distinguished service." This recognition is given in the form of the award of a Distinguished Service Medal by the Kiwanis Club. The award in 1927 was to Colonel Thomas J. Majors, of Peru, Nebraska, and the medal was presented in the presence of his fellow-pioneers of the old days; comrades of the Grand Army of the Republic and the women of the Relief Corps; the neighbors who lived near Colonel Majors on the farmstead of his early days, now grown to a thousand acres and still his home.

IT was a public celebration of the physical hardihood that pushed the frontiers of American life westward, and of the dauntless spirit that animated the leader of the G. A. R. and a celebration of Colonel Majors' high qualities of citizenship and statesmanship. Not only the soldier and the statesman are celebrated. In past years, the Distinguished Service Medal has been conferred in the field of art, of letters, and of finance. The first year it went to a life-long patron of the State university and a prominent member of the board of regents. Then it was conferred upon a woman of rare talent and constructive leadership who had made brilliant contributions to the musical and cultural life of the city. A promi-

nent merchant, distinguished for his community service was honored one year; another year a pioneer builder of Nebraska railroads received the service medal.

This is a field of awards, certainly, as broad in scope as is that of the National Institute of Social Service in the presentation of its annual gold medals for outstanding community service. At one of its annual celebrations in New

York City, this society conferred this honor upon an eminent symphony director, an equally eminent minister, a newspaper publisher of world reputation, and a pioneer in the field of the "new" theater. These men were respectively: Dr. Walter Damrosch, retired conductor of the New York Symphony Orchestra; the Reverend Dr. Harry Emerson Fosdick, pastor of the Park Avenue Baptist Church of

New York; Adolph S. Ochs, publisher of the *New York Times*; and Professor George Pierce Baker of Yale University, father of the famous "Forty-seven Workshop" theatrical course at Harvard."

Marquette University, Milwaukee, in 1924, established an award known as the "Certificate of Distinctive Civic Service" made annually at a civic convocation of the university. The award by a university as Dr. Edward A. Fitzpatrick, the dean of the University Graduate School, maintains, has advantages in social prestige and approval which some of the other methods have not. The fact that the university does not have any special interest except the largest possible service to the city, to which it is dedicated, is likely, he asserts, to make its awards more disinterested and consequently more generally approved. The university authorities feel that it is unwise to define in advance any particular kind of service exclusively entitled to award. The awards at Marquette University are made on the basis of very specific citations of the record of the individual, which is printed in the public program of the occasion and extensively in the newspapers and is made a part of the permanent records of the university very much as is the case in the award of honorary degrees by colleges and universities. The nature of these awards up to date is indicated in the following illustrative citations:

Mrs. John W. Mariner: For outstanding and unselfish service and leadership in patriotic activities, particularly dur-

ing war time, for effective work in women's clubs, state and local, and for special interest in hospital care of children.

William George Bruce: For continuous and energetic activity in the development of Milwaukee harbor from unpromising beginnings to what now seems like splendid fruition; for fine devotion and unstinted service in the cause of Roman Catholic charity and practical religion, for a life-long devotion to every civic interest in Milwaukee, personally, and as an officer of commercial and civic organizations, and for rendering to education a fine constructive service through the *School Board Journal*.

MRS. JAMES H. HACKETT: For effective personal work and stimulating leadership in the interest of the aged and the delinquent, for active participation and wise guidance in the local and national association of Roman Catholic women for general social welfare and for willing service to the Community Fund and to all social agencies.

Mr. and Mrs. H. H. Jacobs: For joint and individual service in the organization and direction of the Wisconsin Anti-Tuberculosis Association and for national service in this field, for the organization and direction of the University Settlement, for leadership in the State Conference of Social Work, the Central Council of Social Agencies and the Family Welfare Association, for assistance and guidance in the beginning and in the development of practically every social welfare movement during the last twenty-five years, particularly in the fields of tuberculosis, child health and betterment, and industrial health and welfare.

Charles Aarons: For disinterested and highly efficient service as a member of the school board and the library board, for active personal interest in civic movements, and as a lawyer of exemplary professional character, and for the auspicious beginnings of a judicial career in which the administration of the law is controlled by high conceptions of personal responsibility, social justice, and human welfare.

Rotary clubs in many cities have taken the lead in recognizing outstanding service. In Berkeley, California, a distinguished service medal is awarded every two years by the Rotary club "to that Berkeley citizen who has made some definite, outstanding contribution to the world in the field of international relations, business, education, art or other activity." The candidate for this award must be a resident of Berkeley, and members of the club took the initiative in establishing the medal as a memorial to the late Rotarian, Benjamin Ide Wheeler, president emeritus of the University of California.

The Rotary Club of New York City



The Service Medal of New York Rotary is another means whereby remarkable public service may be properly acknowledged

is another organization which has taken steps toward the end that meritorious public service may not go without grateful recognition from the community. The Rotary club has established a Service Medal, which last year was awarded to a rather obscure citizen, unknown at least to the general newspaper public, Mr. Homer Folks. A part of the long citation to Mr. Folks read: "Because he has given so much of his life to relief for the needy, has given of his service to other lands, prepared the Charities Law for the Republic of Cuba, developed a host of relief and welfare bureaus in the war zone (during the world war), made surveys of conditions in war-stricken areas for use of the American Red Cross, was a prime mover in the establishment of the Craig Colony for Epileptics, brought about the revision of charity and public health laws in New York."

In Houston, Texas, the Rotary club annually presents a gold medal, properly inscribed, to the citizen of Houston whose unselfish endeavors during any one year are considered of the greatest value to the city. The first of these medals was presented to E. A. Peden, the second to Joseph Evans. Mr. Peden's medal was awarded for his work in connection with the Houston Ship Channel, and food administration and relief of German children. Mr. Evans' medal was presented largely because of his work in connection with the community chest. The awards are made by a committee of seven disinterested citizens, only two members being members of the Rotary club. The decision of the committee is kept secret until the announcement of the winner is made at the regular meeting of the club for luncheon in December. This is a yearly

award and is not intended in any way as an incentive for public service, but purely and wholly as a recognition for such service unselfishly performed.

SINCE 1924 the Rotary Club of Jackson, Michigan, has been presenting annually a medal to the resident of Jackson who has performed "the most meritorious public service outside the line of duty" during the preceding year. The selection of the recipients is in the hands of three members of the club, the mayor of the city, chairman of the County Red Cross, and president of the County Board of Supervisors. The first award was to Miss Cora L. Allen, principal of the Central Grammar School "for many lines of social activities."

From this cursory review it will be seen that a very sincere and widespread effort is being made to recognize municipal service. Whether this should be coupled with an effort to stimulate such service is a question that is being discussed, but "we must keep our eye on the individual citizen both because it is for him the city exists and it is through him it must gain its redemption. The individual citizen cannot, if the city is to become great, nonchalantly leave to government the responsibility of the community life. Methods of social stimulation and social approval of voluntary individual effort must be developed. Democracy cannot leave these things to chance. Monarchies did not do so. While social parasites were frequently maintained, monarchies have been keenly interested in the great civic, intellectual, and social services rendered by so-called private individuals. They have developed a technique of utilizing this ability, enlisting it, sometimes rewarding it substantially, and particularly for our im-

mediate purpose, of expressing social appreciation and social approval of it," and republics must do likewise.

There is considerable value in giving the individual citizen fresh standards whereby to gauge his own usefulness, and the fact that such examples are home products makes them still more effective. That man whose actions we can readily observe exerts far more influence upon us than the other, no less useful, whom we know only by repute.

Lastly something may be said for the establishment of other values than those which frequently attract publicity. So much printer's ink is wasted on people who are notorious rather than famous, that anything which restores the community perspective is itself an aid to the State.

A recent writer in *The Independent* (Henry R. Carey) makes a happy suggestion in this general connection after commenting on our present policy of "millions for near morons but not one cent for leadership" that we should establish a natural aristocracy on the plans proposed by Aristotle 2000 or more years ago. He proposes that the future leaders, national and local, must be selected on the basis of special intelligence at school age specially trained and assisted toward political leadership from that time forward. Thus, he says, for the first time in history, there will be true democracy, true equality of opportunity, for every American school child regardless of social distinction. As Plato so beautifully put it ages ago, "Democracy means perfect equality of opportunity, especially in education. . . . Public officials should be chosen . . . by their own ability as demonstrated in the fundamental democracy of an equal race."

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*Edward W. Bok, retired editor, is the donor of the annual \$10,000 prize given for public service of great value to Philadelphia. Mr. Bok, who came to the United States from Holland while still a youth, recently presented to the American people*

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Photo:  
Chandler, Philadelphia

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*the Bird Sanctuary and "Singing Tower" at Mountain Lake, Florida. In his dedication address at this sanctuary, President Coolidge counselled the American people to direct more attention to the cultivation of spiritual values.*

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# Rotary Personalities



The Hon. Morgan Larson, of Perth Amboy, is governor of New Jersey, having been elected from among four other candidates, three of whom were Rotarians. Mr. Larson is an engineer, has served in the New Jersey State Senate, and was directly responsible for the erection of the Tottenville-Perth Amboy bridge



Below: Professor Louis R. Grote, president of the Rotary Club of Dresden—latest club in Germany—is not only a prominent physician but a writer, philosopher, and musician widely known throughout Germany for his outstanding achievements in science, literature, and the arts



Etienne Fougere, of Lyons, France, international economist, officer of the Legion of Honor, Commander of the Spanish Order of Isabelle, the Catholic, and France's expert at the Geneva economic conference. He is governor of the Forty-ninth District (France) and president of the French Federation of Silk Manufacturers



Sam S. Young, of Peking, China, former secretary and director of the Rotary Club of Peking, is secretary in the Foreign Office, and one of many Rotarians in the Chinese government service. Mr. Young is a leader in the community-service work of Peking Rotary and active in Chinese civic organizations



Below: Dr. Florestan Aguilar, of Madrid, Spain, was the recipient, recently, of special honors by the King of Spain, in recognition of his outstanding contribution to the practice of dentistry in Spain. Dr. Aguilar served Rotary International as district governor for two terms



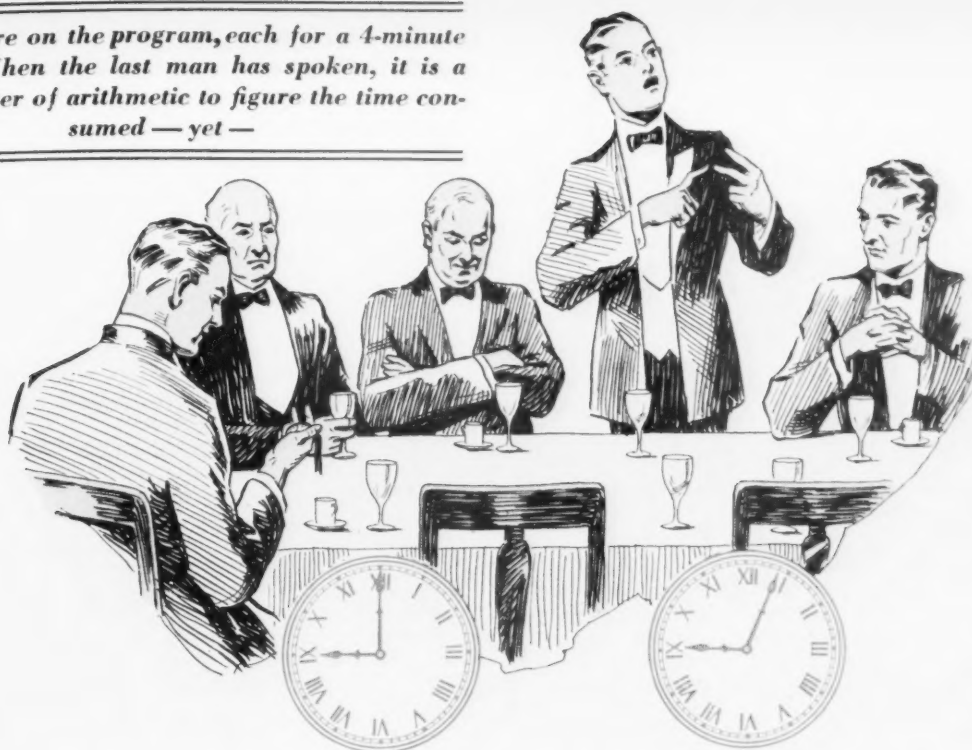
Charles P. Hoover, of Columbus, Ohio, is an international authority on water purification and water softening. He is in charge of one of the largest and most completely equipped purification plants in the world, at Columbus, celebrated "laboratory" and "clinic" for experts from all over the world



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*Five men are on the program, each for a 4-minute speech. When the last man has spoken, it is a simple matter of arithmetic to figure the time consumed — yet —*

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## How Long Is a 4-Minute Speech?

By PAUL W. HORN

**C**LASS in arithmetic, straighten up and give attention. Here is a problem for you. How long will it take five men on the program at a Rotary banquet to deliver five speeches of four minutes each?

Some of you boys are holding up your hands too quickly. You evidently think the problem is easy. What answer do you give to it?

Twenty minutes, you say? Wrong, absolutely. It is more likely to take ninety minutes. I know because I have seen it tried a good many times.

It is really a hard job to deliver a good four-minute speech. Still, it can be done. A lot of us saw it tried by the four-minute men who spoke at the moving-picture theaters and elsewhere during the war. Some of us who had practice then learned at least how to stop when the four minutes was out. One great help to us in learning this was the fact that at the end of about three and a half minutes, the footlights would begin to twinkle as a warning. We knew that if we did not stop at the end of the four minutes, something was likely to happen to us. Accordingly, we stopped.

We learned a few other things during this same experience. We learned, for instance, that a man can say a great

deal in four minutes, provided he has something to say, and provided he gives sufficient thought in advance to the matter as to how he is to say it. Certainly he has no time to lose when he starts in on a four-minute speech.

Referring again to the arithmetical problem with which we began, one may admit that it is possible for five four-minute speeches to be made in the space of twenty minutes. It is possible, though it is rarely done.

Sometimes the fault is with the toastmaster. If five speakers speak for four minutes each, and if the toastmaster uses ten minutes in introducing each speaker, then the time used will be exactly one hour and twenty-four minutes. Some toastmasters seem to have a deficient sense of relative value. Some of them seem to think that they are the main show and that the speakers on the program are merely intended as subject matter for the toastmaster to talk about. If the toastmaster can once get it into his head that the speakers on the program are the ones the group came to hear, and that his only part is to present each speaker in an advantageous setting, a large part of the difficulty is removed.

There are a few suggestions, however, that may be made to the four-minute speakers themselves. The first sugges-

tion is that the speaker should never begin by making excuses. It takes up time and besides it is unnecessary. If the speaker has made no preparation, it is a waste of time to tell the audience so. They will find it out anyway. There is no need of insulting your audience by the inference that they are of so little importance, when you tell them that you did not take the time to prepare the matter you are to present to them.

The second suggestion is that the four-minute speaker has no time for any extended introduction. It does no good to tell you that last week you met Bill on the street corner and he asked you if you would speak to the club on a certain day and you told him, etc., etc. It is a waste of time to tell all this. You can probably take two minutes of your four for introduction, and then you will have only two minutes left for saying whatever you may have to say.

Get into your speech immediately. If you have something to say, begin at once to say it.

As a matter of actual fact, four minutes is usually ample for the simple presentation of one single thought. It will not be ample for the presentation of a dozen thoughts. When Moses wanted to tell the story of creation, he began with one single sentence which told practically the whole thing. "In the

beginning God created the heaven and the earth." Then he followed it with perhaps a dozen sentences giving some of the details of the creation. The whole chapter could be read by an adult in four minutes or less. Since his time, literally thousands of volumes and millions of pages have been written giving the details of the creation. Many of these volumes are well worth reading by the man who has the time to spare. As a whole, though, they have never improved on the simple statement of Moses.

A four-minute speech then should present one single thought. It is a pure waste of time to undertake to present a dozen thoughts within this compass. There will not be much time for the amplification of even the one thought. Give as many important details as you can within the four minutes. Omit the rest. Do not make the mistake of boring your audience with tiresome details.

If the telling of a joke or a story or the quotation of a piece of poetry will help to drive home the one single

thought you are trying to present, then by all means tell the joke or the story, or quote the poetry. Otherwise, leave it out. A four-minute speech has absolutely no room for the bringing in of things not related to the one thought it is to present.

The making of a four-minute speech is at its best a fine art. At its worst, it is merely a waste of time. The Rotary club is a good place for developing the fine art of expressing one single thought within four minutes.

## A First Visit to Florida

By "ROTATOR"

WHAT know they of Florida who only to Florida go? It seems to me, to use the Rotary stock phrase, that you will get out of a visit to Florida what you put into it. Just to go there, as the tourist publicity invites you, to get sunshine, bathing, motor-yachting, deep-sea fishing, in mid-winter, when the temperature of the home-town hovers around zero, is all very well if you've no conscience or thought for those you leave behind. I don't mind telling you that I enjoyed my sunshine, bathing, etc., etc. none the less because others weren't having it too, but I am not and never shall be a 100 per center.

It is only fair to record, at this point, that it is a wonderful sensation after setting out from the north or the mid-west late of a winter afternoon to pull your blind next morning in "Dixie," to look out onto green forests, and to see those darkies sitting about in the sunshine or sunning themselves in their porches even if none of them are syncopating about it on saxophones. Then to pull the same blind on the following morning after a day spent lazily, drowsily, and find yourself steaming alongside the coast amid palm trees, and orange-groves, with cerulean skies and seas complete—that I say is very well. So is it all very well to drive in the streets of Miami in mid-January with a fellow-Rotarian in shirtsleeves and flannels, and no hat, asking you whether you'll have your swim before or after breakfast and when you walk out into the

streets, to find it so hot that you have to go back and take off from yourself even what you have on. I could write yards about the islands in Miami bay, the gardens by the sea, the marvellous expanse of orange groves, the Spanish villas and gardens, the avenues of Royal palm, and the general air of soft laziness, only to arouse the indignation of the reader by the shores of Lake Michigan, or on the prairies, who has still many weeks of blizzard before him. So I will revert to my moral and say that the visit to Florida is what you put into it.

### The Plan of the Forum

Those who planned a Rotary Forum for January had just this idea: To save your conscience for being in Florida when other people were at work

by giving you some sound Rotary to occupy at least a part of your time. The plan of the Forum was frankly topsyturvy, and outraged all my classic ideas of program-planning. To me, the right thing to do with any kind of debate is to plan carefully what you intend people to talk about by carefully presenting the topic beforehand in a way that disarms disgruntlements, and anticipates fatuous questionings and criticisms. Give me freedom of thought all the time, but let me have the platform for ten minutes before it begins. These Forum builders put the thing the other way round. They called on the floor first, and the platform after. Come along, you fellows, said Chairman John Norman, tell us what you have to say about your idea of club service, or vocational service,

or community service. Up pops somebody to tell you what they do in the Apopka club, which brings forth the rejoinder that they do it exactly the other way in Oconomowoc, Wis., and so forth. After this, the platform is called on to deliver its address, and tells both clubs that the right way is neither, or both (at option), which had it been said at first would have prevented the debate. As debate was what the Forum was for, I now see that the Forum method had something other than madness in it, and because I found the debate exceedingly interesting, I shall hope to go to the Forum again next year.

That is what you want to do to put something into your visit to Florida. Go to the Rotary Forum full of your own club's works and notions, and be ready



Photo: Publishers Photo Service

Biscayne Park in Miami, with Daily News Tower in the background



Photo: Keystone

The palm-bordered Indian River loiters on its way to the sea

to jump up and tell the world all about it before any official can put you wise, and thoroughly enjoy a good slam with some other fellow without anybody having the right to intervene and spoil all the fun.

However, the platform got its chance, and took it right well. John Norman, from the front, did fine work stimulating debate. Paul Harris, the Founder of Rotary, made one of the most impressive speeches I have ever heard him give. The Hon. William A. Reid, of the Pan-American Union, gave a most interesting sketch of some of the unusual ways by which humans are spreading civilization in the undeveloped regions of south and central America. The president of Miami University, Dr. Foster Ashe, told us what the universities were now doing to group students and thus mitigate the horrors of mass-mentality; Chesley Perry gave a concise history of Rotary Boy Work that was timely; Editor Vivian Carter took the Rotary luncheon with his talk

it happened to be the wrong way up.

When I come to speak about the entertainment side, a blur comes over my eyes. I see visions and hear soft sounds, sweet scents load my nostrils, tender hands clasp mine own under palms by moonlight while others dance. There was something they called a Fashion Parade, in which I had intended not to be interested; but the intent went all wrong. I never knew women ever looked like that, never having studied them so closely before (it was all done on a raised sort of promenade, in the gardens of the Flamingo Hotel). There was the Highlanders Kiltie Band to play to us in the Bay Garden by night, and the university melody boys trio to listen to; there was a fish fry on Miami beach, there were cruises in motor yachts, and there was the dance in the Coral Gables Country Club, that

"Breaking Down Barriers" a plea for Rotary as a means to remove misunderstandings between peoples about the smaller things that divide us; Kendrick Guernsey gave an inspiring paper on Vocational Service, with a Ruskinian text; Clayton S. Cooper made a splendid survey of the field of international relations. Oh, yes, when the platform got its word in, it did very well indeed, and there was nothing lacking to the inspirational and educational side of the Forum, even if

was a dream of sight and a riot of sound. There was a tea-party at the island home of John B. Orr, now recovering from his recent serious illness, and looking almost his old self again, and many other things too numerous and too intimate to talk about.

On the way back, I visited places towards the north, and had a sight of Palm Beach, the beautiful palm-shaded road by the side of Indian river, the Avalon Orange Groves (world's largest).

The lakeside forests bade you, on friendly notice-boards, beware of the alligators, and not to worry the ostriches. One would, and wouldn't. Villas at Palm Beach have their front gardens by the ocean, and their back gardens by the lake. Bathing is said to be perfectly safe, but not at night, when those fish with the long tusks come out.

Specially interesting to me, as a stranger, were the forests floored with snow-white sand—so snow white that a visitor is said to have frozen to death in the conviction that it *was* snow; the flame-vine hangings in the gardens, the grapefruit and tangelo groves, and the lakes beyond number. At Orlando alone where I stopped off, there are forty-two lakes, which I thought too many. The people there will develop local self-satisfaction if Ken Guernsey and the other Rotarians do not keep busy. So far, however, there are no signs of that in Orlando or in any other Florida city I visited. Nowhere in many lands have I shaken so many friendly hands, and seen so many smiling faces. A man sitting fishing by a lake remarked as I approached—

"In Orlando, there's a smile on every face."

"Mine wasn't there before I came to Florida," I told him, and when I said *where* I came from, he said—"Guess you're right, mister."

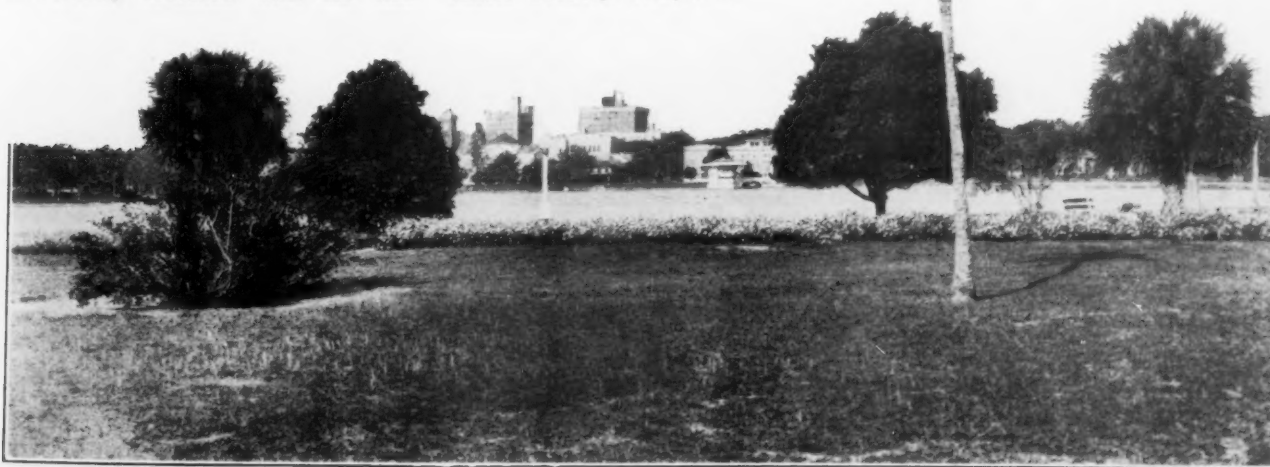


Photo: Keystone

A picturesque view of Orlando from across Lake Eola





# EDITORIAL

## THE ROTARIAN

*Published Monthly by*  
**ROTARY INTERNATIONAL**

211 West Wacker Drive  
Chicago, Illinois, U. S. A.



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### *The Sixth Object in War Crises*

MANY times of recent years, it has been asked what shall Rotary International do when two countries where Rotary clubs are established come into a war crisis. Shall the Rotarians of the two countries do, or try to do, anything to bring about peace? Avoiding the use of actual names, we will presume that the neighbor states of Ruritania and Utopia are on the verge of war. Rotary stands for the advancement of understanding, goodwill, and international peace. What should the Rotarians of both countries do, as Rotarians? One thought that occurs is that they should pass a resolution and forward it to their respective governments, saying that the dispute should be settled by arbitration or in some other way than war.

Suppose, however, there are differences of opinion in the club as to whether the question at issue is one involving honor, or vital security? Suppose there are in the club men who are in some way connected with government, or diplomacy, or military and naval service, or newspapers (as probably there will be). Are such men to be pledged by Rotary to sentiments which they might not be able to act upon in their professional capacities? Another thought is that Rotarians who have the needful influence in public affairs should use it personally to bring about peace by understanding. Here we are on rather easier ground, because there is past experience to guide us. It is on record that the Irish peace was largely due to individual action on their respective sides by members of the two Rotary clubs of Dublin and Belfast. Governments are notoriously sensitive to business opinion, and if it were shown that such opinion was not behind a war-policy at a given time, governments would be slow to plunge. It is to be recalled that there was a time, on the eve of the Great War, when Big Business nearly forced cabinets to keep the peace.

Probably the answer to our riddle is that Ro-

tary's action must be mainly through the individual, and only through the group where there is unanimity, spontaneously expressed. But we may also go behind our riddle, and say that if Rotary were really carrying through the Sixth Object, a war-crisis would never arise between any two countries. The cloud on the horizon would be perceived when it was only as big as a man's hand, and dispersed by goodwill before it burst into storm.

If we look on to the horizon today, we see many clouds, some of them a little larger than they were a few years ago, and seeming to be growing. It is possible now to divine the true causes of such rivalries, suspicions, and fears, and to find that they are due to nothing else than misunderstandings. Statesmen either cannot or will not face each other in the Rotarian spirit. They send Notes to each other across oceans, or where they converse, it is in a coldly official atmosphere, where none dares to speak his mind freely. Experience of business shows that there comes a time when you should cease writing to a man and go and talk to him in a friendly atmosphere. Sometimes it shows that you had better never have written at all, but said it—with a smile. When nations learn to meet one another in friendly fashion, through the persons of friendly men, war crises will never arise. If at first you do not agree, you will not draw your gun, but wait till the next time comes, and if even then you are still not friendly, you wait again. Despite what is said, the guns do *not* go off of themselves.

### *Beware of the Slogan*

THE little word "bunk" is on everybody's lips today. Like most slang words, it is "racy of the soil" whence it springs. It is an Americanism of the purest water. For those who do not know, or have forgotten, "bunk" is a corruption of "buncombe," a county of North Carolina. Once upon a time, records Wheeler, in his *History of North Carolina*, "the Congressman for the district rose to address the House without any extraordinary powers, in manner or matter, to interest the audience. Many members left the hall. Very naïvely he told those who remained that they might go too: he should speak for some time, but he was only talking for Buncombe."

"When a crittur talks for talk's sake," said Sam Slick, "jist to have a speech in the paper to send to home, and not for any other airthly puppus but electioneering, our folks call it bunkum."

"Bunk," then, properly understood, does not mean, as so many seem to think, just something you do not agree with, or even an extravagant or ridiculous proposition. It means something said in public

# COMMENT



to serve some special interest—otherwise, propaganda. There is nothing Rotarians, of all people, should be more severe on than “bunk,” as defined, and it is something they should be the last to be accused of by their critics. That there is a lot of it about, nobody can deny. Group organization has done much good in many ways to make men think for their fellows in the same business and not only for themselves. But it has also tempted men, in the interests of the group, to talk in slogans which are often found by test to mean nothing in practice. Often do we find a bad practice made light of because it is not done by the group. But if the group preaches and the individual does not practice, the preaching is *bunk*; it is something said for show, and there is little or nothing behind it.

One of the favorite gibes at Rotary is that it tends to “bunk,” and makes extravagant claims for itself. These claims are probably perfectly sincere as men make them; what is lacking is a little probing for the facts on which the claim is based. To take an example of the moment, from one of the addresses delivered during the anniversary we have just celebrated.

“Rotary was born twenty-four years ago, and with it came into the business world a new axiom, ‘Service before Self.’ Rotary brought to the business world a new meaning of the age-old Golden Rule.”

Rotary did not bring into the world with its birth the phrase (whether it be new or old) “Service before Self.” Rotary had been in existence years before that phrase came into its literature. It is not even to be honestly claimed that the sentence, “He profits most who serves best,” originated in a Rotary assembly: it was in use before our birth.

Rotary did not begin as a movement of altruism.

It began as a movement to advance the business interests of its members by direct business exchange. To give business to your fellow-member was an obligation of early Rotary. Good Fellowship went hand in hand with business exchange. Civic activity was added later in order to introduce a

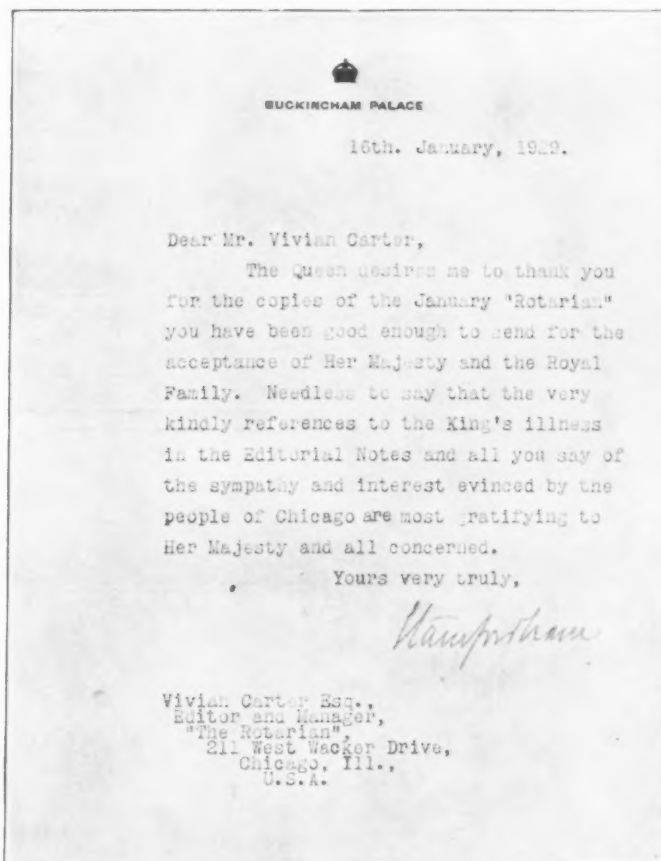
community-service leaven. Only years after, when Rotary clubs had been organized in many other cities, was Rotary given its ethical code. Only by a gradual elimination of the original self-motive has the present ideal of service gained first place.

Sooner or later the realistic historian, who has been at work smashing the idols of all the nations, will get busy with the early history of Rotary. Is there any reason to fear the critic and his “documentary evidence”? We would say there is none whatever. The less altruistic our origin—the greater the achievement if we are altruistic today.

## Motives

WHO among mortals shall be the judge of the motives of any man, great or small? Does the reader himself at this moment know exactly what are *his* motives? He may be out to do what appears to be a deal of pure business. In the doing of it, he may discover something that will cause him to change his entire plans; or he may go on with the original plans with the intention to change them at a given moment.

History abounds in tales of men going out on adventures with the thought of gain who have lived to be great servants of humanity. If the founders of Rotary originally had the idea of mutual benefit, as they went on they gained vision of the something more, and with growth of vision came growth of power. The moral of it all is to go on with whatever be the task that lies to the hand. If it is a useful task well done, the doer will grow with the deed.



Facsimile of a letter received by the Editor of THE ROTARIAN from the Private Secretary to King George, Lord Stamfordham

# New Lamps for Old!

*Three ancient cities where  
Rotary clubs have lately  
been formed*

THE lamps that shed an indulgent, friendly light on the gatherings of Rotarians are now—by some Aladdin magic plus the hard work of Special Commissioner James W. Davidson—kindled in three ancient cities of the East. What notable contribution business and civic life in these lands will receive from Rotary we do not prophesy, but from the interest manifested in Rotary on every hand, there is hope that Rotary will be a leavening influence among diverse nationalities.



Jerusalem—which old cartographers depicted as the center of the world—added a new chapter to its eventful history during the World War. This is a scene glimpsed most any day at the Jaffa Gate

*Photos: Publishers  
Photo Service*



Athens—both ancient and modern—as seen from the Acropolis. Still the haunt of architect and historian, Athens does not live wholly with its memories, but is reaching forward to new glories

Cairo—this view shows the great Sultan Hassan Mosque, and the Rifaiyeh Mosque, as these are viewed from the Citadel. Cairo is one of the most populous cities in Africa and many diverse elements are represented in the Rotary Club membership



# Personality a Factor in Extension

*The right elements in "selling" Rotary to a community*

By PAUL H. KING

*Chairman, Committee on Extension*

**P**ERSONALITY," says Emerson, "is the greatest power in the universe,"—a sweeping statement, we must admit, but it has proved itself true in a myriad of instances throughout the world's history.

What is "Personality"? you ask. Laying aside all psychological technicalities, it is that indefinable something which distinguishes one person from another. Some call it Individuality,—others, Character.

Barring unimportant variations, such as the tilt of the nose, the squint of the eye, or whether we "tip the beam" at 140 or 200 pounds, wear a 14½ collar or a 16½, men are physically pretty much alike. Napoleon was short and stout; the Apostle Paul was little, and the great Lincoln was said to have been the homeliest man who ever lived.

But, when we enter the realm of things temperamental,—What a difference,—What a range! From genial, sunny, jovial dispositions to cross, "crabby" and sour,—from animated, ambitious, enterprising characteristics to those of the opposite extreme, lazy, visionless, purposeless,—from attributes of frankness, openheartedness and generosity to those of secretiveness, suspicion and selfishness. We might go on indefinitely, but these are enough to illustrate the point.

What difference does it make whether a man is short or tall, lean or fat, handsome or ugly, so far as accomplishing things in this world is concerned? What difference does it make, when it comes to organizing Rotary clubs, whether a man be long, lean and lanky, or whether he be short, stout and bulky? None whatever. It doubtless helps if he is presentable in personal appearance, but what chance for success has a "grouch," however good looking, in presenting Rotary to some one who knows but little about it? Ordinarily, not a chance in the world.

Of course there are those who do not think that Rotary needs to be presented,—they believe that it presents itself, that it is self-extending. On the one hand, they visualize Rotary with its wonderful objectives,—the realization of the ideal of Service in everyday personal, business and community experience, of business and professional standards and practices, the promotion of



*Photo: Hayes, Detroit*

PAUL H. KING

friendship and fellowship and the advancement of understanding between nations and international goodwill and peace.

On the other hand they contemplate a community which has not yet been blessed with its privileges.

The principles of Rotary are obviously beneficial, the need of the community is apparent. The two must come together. And lo! there is a Rotary club! This may actually have happened in isolated cases,—undoubtedly it has happened; but, as a rule it does not occur. Rotary, as a set of principles, is an abstraction. There is need of an agency, a means, a power, or a force, to bring or take the benefits of Rotary to the community, and this we call "Personality." It is the magnet which brings the two together; it is the golden bond that holds them together afterward.

**I**N other words, there must be a *personality*, not a mere abstraction, something of flesh and blood, of living, breathing, moving influence, to emphasize the benefits of Rotary; to show with what particularity they apply; to point out what results may be expected, to supply needed information; to correct mistaken ideas; to overcome a perfectly natural inertia.

Here is a community which has not yet experienced the benefits of Rotary;

its business and professional men know little or nothing of Rotary, its principles or objectives,—or they are exceedingly busy; many demands are made upon them by a variety of worthy causes; they feel that they have enough organizations. Rotary, to them, is just "one more club." Whatever their situation, they need it greatly and so does the community, but they do not realize their need. Some one must point it out and suggest the remedy.

In these days we hear much about salesmanship. This has, of course, been fully analyzed and thoroughly charted. We think we know what its principles are, how they should be applied, and what are their results. Through the whole science, for such it may properly be called, runs the element of Personality. Successful salesmen are those who are genial, enthusiastic, frank, intelligent, who know and believe in their product, are

anxious to please and to serve, and who do serve. The unsuccessful salesmen are, of course, those lacking in some one or more of these important characteristics.

Rotary Extension is nothing more nor less than salesmanship of a very high order. We speak of "selling" Rotary. Upon some the expression grates. They feel it gives Rotary a commercial tinge. But suppose we analyze a sale.

What is a sale? We say it is a transfer from one person to another of a right or a thing for value. It presupposes a profit, a profit not only to the seller, but, in a true sale, to the buyer as well. Very well, we are transferring Rotary from one person to another, or from one community to another; it is a valuable thing; the profit to the seller is the thrill of satisfaction which comes to him from the knowledge that he has conferred a benefit on another person or group of persons. The profit to the "buyer" lies in the benefits which Rotary will bring to the individuals or to the people of the community. After all, the analogy is close, is it not?

But even if we disagree about this, shall we not say that all of the elements and characteristics of salesmanship must go into Rotary Extension? In the first place, there must, as I have indicated, be a worth-while commodity. Rotary is tremendously worth-while.

We have said that the successful salesman must know and believe in his product. How absolutely essential it is in extending Rotary that those Rotarians who are trying to tell the "other fellow" about it *must know their Rotary*,—how imperative that they believe in it thoroughly. Some one has well said that it is impossible to convey to the other fellow ideas which we do not ourselves possess, and certainly insincerity will "kill" any proposition. It can neither be disguised nor concealed.

A Rotary club can never be organized so long as the organizers cannot present their appeal in a sincere and effective manner. In fact, so much harm can be done by the lack of sincerity that it will often take years to thoroughly obliterate the bad impression made.

Having, then, a good product, knowing it and believing in it, the good salesman must know his "prospect." He studies it, learns all about it, knows not only its needs, but its peculiarities, analyzes its difficulties and the obstacles in the way,—plans to overcome and surmount them. All of this is, of course, preparation. How many times has preparation spelled Victory? How many thousands of times has lack of it meant defeat?

Being now prepared, let us consider what the successful Rotary "salesman" must do. First, he must arouse the interest of the "prospect," whether individual or group. He has got to make his Rotary *interesting*; second, he must

make his Rotary *attractive*,—interest, although essential, is only the beginning; third, by making Rotary interesting and attractive he causes the *desire* for it,—*creates the demand*, so to speak; and fourth, he must "close the sale." In other words, he inspires the question, "What is it?" and the exclamation, "How fine!" then the thought, "We would like it," and finally the conclusion, "Let us have it." These are the recognized elements of a sale. Are they not likewise the necessary factors in Rotary Extension? How many times have we failed to organize Rotary clubs by stopping at one preliminary stage or another? Having aroused an interest, we possibly failed to attract, or having aroused an interest and attracted, we have not created the desire for it, or possibly we have done all three and failed to complete our work, stopping just short of success.

I AM convinced that with Personality, Rotary can be extended to include *any* person or group. Without it, there cannot be such a thing as Rotary Extension. All our experience goes to substantiate this fact. Rotary has at all times and in all countries been extended by Personality. Stuart Morrow, a former member of the San Francisco Club, organized the Rotary club of Dublin; Rotarian Harvey C. Wheeler, aided by that great Rotary pioneer, A. T. Sheldon, spread the ideals of Rotary to the British Isles and completed the organization of the Rotary Club of London; Herbert

P. Coates became interested in Rotary in Cincinnati and took it to South America; Rotarian Fukushima, one time member of the Dallas, Texas, Club, assisted by past-President Walter L. Johnstone, of the Shanghai, China, Club, organized the Rotary Club of Tokyo; Special Commissioner James W. Davidson, who, with the help of J. Layton Ralston, planted the seeds of Rotary in Australia eight years ago, is now the great missionary of Rotary to the Far East.

Rotary is giving to the world a message of unselfish service, and a philosophy of life, not original in its substance, but new in its application,—a manner, or way of living. It is meeting with a success undreamed of by its founder and unparalleled in the annals of organization. In a comparatively short space of time, it has swept around the earth and is today exercising its beneficent influences in more than three thousand communities in forty-five lands through the power of more than 140,000 picked personalities. This has been made possible through personal contact, personal effort, personal sacrifice. Only through these are the ideals of Rotary becoming realities, its principles elevating practices, its objectives being realized. Only through these has Rotary's past been made possible, and only in them can its future be secure.

Personality, how great is thy power! Without thee we can do nothing,—with thee we can take Rotary to the whole world!



Photo: Henri Manuel, Paris

The European Advisory Committee met in Paris, February 23rd and 24th. International President I. B. Sutton was in attendance, and among the questions discussed were the exchange of Youth between countries, translations of Rotary literature, and the European economic situation. In the picture, first row, left to right, are: Sydney W. Pascall, past president, R. I. B. I.; Prince P. Ginori Conti, governor Forty-sixth District (Italy); Josef Schulz, director, Rotary International; Étienne Fougère, governor, Forty-ninth District (France); T. C. Thomsen, honorary special commissioner and chairman of the Conference; William De Cock Buning, governor, Fifty-ninth District (Holland); Dr. Rowland Hegedus, president, Rotary Club of Budapest; Henry Tschudy, governor, Fifty-fourth District (Switzerland). Standing, left to right: Russell V. Williams, assistant secretary of Rotary International, at Zurich Headquarters; Jose R. Carles, governor, Sixtieth District (Spain); Bedrich Vraný, governor, Sixty-sixth District (Czechoslovakia); Charles E. White, of Belfast, former director, Rotary International; Arthur Chadwick, president, R. I. B. I.; Fritjof Kemp, of Copenhagen, Denmark; Edouard Willems, governor, Sixty-first District (Belgium); and Alexander Sturm, of Vienna, Austria.

# It's Anxiety, Not Optimism That Wins!

By CALVIN I. RYAN

**W**E HAVE had such a surfeit of the philosophy of "every day, in every way, I am getting better and better," a philosophy which is, at best, simply a fool's orgy of kidding oneself along, that for a person to talk seriously of life is to self-impose a penalty of being called rather dampish names. The French tell us that we are at heart an unhappy people, blessed with the ability to make money, but cursed with the inability to enjoy it. If this be true, and if they knew it before that rather distinguished Frenchman came over here a few years since, it certainly seems a rather crude joke he played on us, for since his visit we have had no end of optimistic cures of our ills. If before that visit we threw out smokescreens to cover up our unhappiness, now we use beaver board to wall up and petition off every little suggestion of unhappiness.

The man or woman who looks at life seriously, tells what he sees without forgetting the sordid and the unpleasant, becomes a wet blanket in society. We must smile and smile, and tell the world there is nothing to worry about, or nothing to fear. When we laugh the world laughs with us; when we cry we cry alone. That which makes us cry doesn't exist except in our imagination, like the snakes a man sees after a night of bibulous indulgences. The only real is the laughable. We have painless dentistry, pre-digested food, tabloid newspapers, dada poetry, and pulpiteering that requires neither intelligence to produce nor to comprehend. What more can we ask for? Intelligence is not at a premium; shrewdness and cleverness are. The editorial demand of our popular magazines is for material that will make people cry, make them laugh, but not for material that will make them think. An Iowa editor hit it pretty well when he commented on the chauteauqua lecturer and said that he should have mixed more meat with his bologna.

No one wants a return of the long-faced, stern-countenanced Puritan. No one enjoys the company of a pessimist, but such company is apt to be more

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**"The men who are accomplishing the greatest things are the men who take their work seriously... they are anxious about it. They may have no fear of failure, but they are always aware that it may be just around the corner... Men have given their life for the cause in which they believed."**

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fruitful and less boring than that of a "hundred per cent" optimist. Two salesmen meet in the smoking car. With one everything has gone to the dogs. His car is stuck somewhere in Iowa's gumbo, business is rotten, and the company he represents no longer appreciates what hardships he endures for them. Along comes the cheerful optimist, who may be incidentally a cheerful liar as well, and says, "Smile, brother, smile! Behind every cloud there's a silver lining. You mustn't take your work so seriously. Now take me....." And here he exposes himself. Maybe the whole world is not listening, but the whole car may be, and they—what do they do? Why, they laugh at him—not with him. The pessimist is ruled a grouch; the optimist a shallow-headed bore, too intellectually small to know his worthlessness. There is hope for the grouch, but none for the cheerful optimist.

**V**OLTAIRE defines optimism as a mania for declaring when things are going badly that all is well. The world needs a few men possessed of this mania, and doubtless God avenges the world occasionally by sending them to it. Optimists are like Cappadocians: should a deadly snake bite one of them it dies. A pessimist may wear both belt and suspenders, and he may look through a glass but darkly, yet when it comes to rushing into danger he is usually on the side of the angels.

Optimism that is akin to faith we need. Optimism that believes in the eternal fitness of things, that truth will win out, that there is far more good in the world than there is bad is necessary to the individual and to the nation.

Optimism that enables a person to look into a mudhole and see something besides mud is a healthy attitude and should be cultivated. But this kind of optimism is not the basic quality of the philosophy under attack. The optimism of faith is fool-proof. The optimism of your go-getter and your popular lecturer is intended for fools; it invites them, solicits their following, "peps" them up.

If optimism of this kind is a disease of the intellect, or is caused by the lack of intellect, then pessimism results from some physical disorder. A bad case of indigestion, a sleepless night or a toothache may produce an organic case of pessimism. If the organic trouble persists it may become chronic. The pessimist of this variety is always unwanted in any group. He can not laugh; he can not smile. When he tries it is so painful that we beg of him not to make another attempt, and solicit the company to restrain their mirth.

The opposite of the hundred per cent optimist is this individual who can not smile, who can not put himself in another's place. The opposite of the person who has faith in things, who uses his faith and his optimism intelligently, does not exist. This person becomes one with the serious minded, intellectually endowed individual, and we distinguish him from the cheerful liar as we distinguish the Edisons, the Lincolns and the Brownings from the fools living contemporaneously with them.

All evidence is against these extreme optimists, hence opposed to the salutary claims of their philosophy of life. If we may believe our own eyes, we can find evidence that the men who are accomplishing the greatest things and the men who are actually doing the work of the world are sensible enough to take their work seriously. Furthermore, they are anxious about it. They may have no fear of failure, yet they are always aware that it may be just around the corner. Being afraid of failing and recognizing the existence of failure are two different things. Lindbergh certainly knew of the dangers



which imperiled his flight across the Atlantic, but he was never afraid of failing.

The man who does not take his work seriously, even to the extent of being anxious about it, is not apt to startle the world with any great accomplishment. Suppose Mr. Hoover had considered the task of feeding the Belgians mere play, or suppose he had spoken lightly of the many other superhuman tasks he has undertaken in recent years, do you suppose he would have risen to be an international character?

If we may believe history we know that great men have always been serious minded. The great achievements of our statesmen are glaring records of prayer and fasting. Men have given their life for the cause in which they believed. Lincoln spent sleepless nights in worry and anxiety about the success of the Union cause. Wilson suffered and died for an ideal. George Washington at Valley Forge is never a picture of a man saying, "Oh, well, it will all turn out right."

IT doesn't follow that such men never sought relief from anxiety, for they knew that fear, worry and anxiety are killing. Man is not mentally constructed to withstand a great deal of worry. All work and no play makes even an Abraham Lincoln a sick boy. It has been noted that wartime presidents attend the theater more frequently than peace-time presidents. Physical educators say that in order to withstand the strain of modern business and professional life men engaged in these occupations must learn to play. Psychologists say that the human mind is not constructed to think logically or to concentrate for any length of time, and they have proof of their contention almost any day in the classroom and in the clinic. Students get nervous when they begin to think seriously about thinking. Pitfalls of logic beset all of us the minute we begin to look at any proposition. The Methodist, for instance, finds it hard to vote for a Catholic presidential candidate. A Southern Democrat can't overrule his prejudices and vote for a Republican candidate. There are still many who do not know that "black Republican" are two words. In the recent presidential campaign, a Maryland politician wrote me, "With us it is not so much Al Smith or Herbert Hoover; but Democrat or Republican. We must keep our country Democratic." That is not dispassionate reasoning, but mediaevalism.

As I recall my school and college days, I am quite sure that I do not remember a teacher who was not serious about his work and so much concerned about me and my classmates that he sacrificed his own time to help us and worried far more about us than we worried about ourselves. I should not want a child of

mine to come under the influence of any teacher who was not interested enough in her work to worry about it. That is not modern pedagogy, I well know; for now every child is merely a "case" or a "letter." A teacher is supposed to be some sort of mechanical engineer that looks after a highly mechanized machine. But we should be mighty thankful for the majority of teachers who still think of your girl and my boy as a human being to win and to be loved by. There are still a few school keepers left, but I believe they are few. Some of the most devoted public servants in this country are school teachers, and you do not find them scrambling for higher pay or besieging the boards of education for shorter hours. They are so absorbed in their work that there is not time left to join the ranks of the discontented.

This new philosophy of thinking oneself rich, or happy, or influential is having its influence upon religious belief. So long as one can say to himself "Every day, in every way, I am getting better and better," there is not much use in attending church or paying the minister. Fear is a word to be feared so passionately that one must not allow it to enter one's vocabulary. Fear is our deadliest enemy, but, according to the new philosophy, it is easily avoided, and with steadfast energy, readily voided. Just say to yourself in that half awake period that comes prior to the unconsciousness of sleep: "Keep away from me, FEAR, you little devil! Keep away! Keep away!" With sufficient persistence one thus gets rid of his deadliest enemy, just as the witch doctor cast out devils to the satisfaction of the Indian warriors of his tribe.

Remove fear from a person and he becomes unhuman. Remove fear from a man and you make of him something devilish. A fearless man is not a sensible man. A fearless man is not under the control of his wits, hence is irresponsible. A fearless person is godless, for fear made gods.

Fearlessness is not synonymous with courage as the new school of pseudo-psychologists would have us believe. The most courageous have fear. We are taught to fear God and keep his commandments. But right here is where the new optimism enters and tells us that there is nothing to fear. How many communicants at Sunday's service actually feared punishment for their sins? Punishment for sins is old time philosophy. Since fear is banished there can be no eternal punishment. According to the story of the Garden of Eden, the serpent won over Eve and induced her to eat the forbidden fruit by using this same method of telling her that there was nothing to fear. The man who has cast out all fear from his life has cast out something that he will need to guide him. God is a God of *don't*; it is the negative that we must watch, and when

fear is removed there is nothing to regulate, nothing to call a halt, nothing to say "Thus far shalt thou go . . ."

Anxiety about one's own soul is not to have a place in the improved order of things. Main Street is to be a street filled with busy Babbitts well trained in the Y. M. C. A. glad-hand. Business is to be "just fine," and seekers after knowledge will get their fill from Pullman smokers and hotel clerks. Ministers in the pulpit will carry us to heaven on flowery beds of ease. The era when they hold us over hot coals and toast us is no more.

SUCH pseudo-philosophy is as hopeless as it is harmful. It has about it neither goodness nor beauty. No intelligent person can long stomach it, yet, with intelligence listed below par, and bidders, what can such a one do?

There is no cause to wonder at our young people being confused with modern life. They find it real and they are taught to regard it as unreal. They inherit a disapproval of Victorianism as something banal if not foul; consequently, having thrown away their ballast, they drift hopelessly on the sea of life. Their drifting becomes perilous, they know it, but they must be good sports, dry blankets, and fearless sailors.

The Puritan and the mid-Victorian each had his fault, but each one thought of life seriously and his belief went over into action. There is something of the Puritan and something of the Victorian in the man who accomplishes things even in our own time, when both Puritanism and Victorianism are considered out of date. Life for these men may be a game, but it is not a play-house made of blocks. These men are not greatly moved by talks from efficiency Edgars, glibly quoting sugar-coated psychology and pseudo-scientific findings, nor by chautauqua speakers stocked up on Ed-die Guest's mental highballs. The philosophy of pep is sounding brass and tinkling cymbals to them.

There is danger in too much optimism of the variety here considered. It smacks of a shallowness that is not complimentary to a nation bent on making a success. This brand of optimism is too easily acquired by the already light headed, and becomes for them an excuse for their own folly. If statistics are reliable, we better make Coué's mystic words read, "Every day, in every way, we are getting crazier and crazier."

Scrap-book polish, culture-in-15-minutes, and all such forms of tabloid superficiality, are conducive to giving one a thin paste of knowledge, and a person with simply a smattering of information is bound to be optimistic; he doesn't know enough to be otherwise. Life for him couldn't be serious. A people indoctrinated with the don't-worry theory is no more than a people who has taken an opiate to kill its pains.



One of the largest of European suspension bridges—the Ketten-Brücke—unites the two banks of the Danube and the two ancient cities of Buda and Pest (joined into one city in 1872)

# Hungary of Today and Yesterday

*A small nation in search of world fellowship*

By PROF. E. DE MÁRFFY

*Secretary, Rotary Club of Debrecen, Hungary*

**T**HE many small countries of Central Europe and of the Near and Far East are scarcely known, or not known at all, by people of other continents. Under such circumstances the citizens of these small countries, looking for international connections, meet, as a rule, with difficulties that often would seem simply ridiculous to an English or American citizen. The present political and economic situation of Europe intensifies these difficulties. Passports, visas, customs regulations, differences in money, racial, religious, and political antagonisms, all serve to create what sometimes appear unsurmountable obstacles to desirable international contact and the gradual development of mutual international understanding.

Rotary enables the citizens of any small country to make their country known to all people of the world and

to emphasize the importance of the work their country has done for humanity in the past, is doing at present, and expects to do in coming years. The desire so to make one's country known is not to be looked upon as merely national pride. An international collaboration to promote the development of humanity, can be made effective only if it helps the peoples of different countries to learn to know each other better and so to understand how numerous are the desires, aspirations, trials, and difficulties we all have in common.

This is the consideration that impelled me to introduce to readers of *THE ROTARIAN* my own country, Hungary, one of the small countries.

Hungary, though young in Rotary and limited in territory, has several active Rotary clubs and these are gradually adding to their number. Hungarians accept and understand Rotary readily;

they are interested in Rotary work and will participate with all their power in furthering the practical application of the ideal of Rotary Service. Thus Hungarian Rotarians join hands with the other pioneers throughout Rotary in Central Europe in advancing our Sixth Object.

Hungary is situated in the great valley of the Danube, Theiss and their adjoining tributaries, called the Great Hungarian Plain. The Carpathian mountains bound this plain in the north, east, and south-east, thus protecting it against the cold and storms from the north. The climate therefore is rather agreeable and as a rule mild. The vegetation of northern Europe and that of the south meet in this great plain.

The exact ethnographical origin of the Hungarians, or Madegars as they call themselves, is still uncertain. We

*(Concluded on page 34)*



This shepherd of Hortobágy—with the inevitable pipe—has many companion-herders in a country where the textile industry is among the chief revenue producers



Idylls of the prairie—Rachel and Jacob meet at the well, whence ensues an exchange of friendly banter



Gala moments in the Hungarian peasant-woman's life—the "drive" to town in anticipation of bargains and a visit to the cinema

## Scenes on the Plain Hungary



This young girl of Sárköz is wearing elaborate native headdresses and are especially in evidence at wedding and special occasions



# Scenes in the Plains of Hungary



A woman of Sárköz is wearing one of the headdresses and fringed scarfs which are worn at weddings and on other special occasions

The Hungarians have been long noted for their horsemanship. Like the cow ponies of Western countries, these horses are small but sturdy



These long-horned cattle clustered about the drinking trough, and watched over by the ever-present herder, remind one of their shaggy cousins in the Scotch highlands



Picturesque native costumes from Sárköz, which are worn by the peasants on national holidays



only know that they belong to the Finn-Ugor family of people; thus they are not Germans, nor Romans, nor Slavs. Their language is unlike all other European or Asiatic languages.

Hungarians appeared in Europe at about the end of the eighth century A.D., after several centuries of wandering from Turan. We do not know very much about the Hungarians of that time. They lived mostly from breeding their livestock, fine cattle, and especially beautiful horses. They loved liberty and were splendidly trained for the protection of their people.

Hungary's early existence was one of constant struggle against the savage tribes from the East that wanted to invade Europe. We can say without exaggeration, for 1000 years Hungary has been the great fortress that defended Europe against the intruders from Asia. The heaviest blows were from the Tartars (Khan Batu 1241-42) and, about 300 years later (at Mahócs, 1526), from the Turks under Sultan Soliman.

King St. Stephan converted Hungarians to the Christian religion in 1000 A.D. The first Dynasty (Dynasty Apáv) ruled in Hungary until 1301 A.D. In the sixteenth century the Hungarians elected a Habsburg as their King (Ferdinand I). From then until 1918 the Habsburgs ruled over Hungary. Hungary was in personal union with

Austria until 1918 when the Habsburg ruler, King Charles IV, left Hungary. At present Hungary has no king, but the king's duties are carried on by the governor, Nikolas Horthy.

**T**HE Hungarians brought their ancient constitution with them directly from their old country of Turan and maintained it for 1000 years though often called upon to fight for it even with their own Habsburg rulers. The king must be crowned with the Holy Hungarian crown and on this occasion he must swear that he will always honestly respect the Hungarian constitution.

The Hungary of today has only a little more than 8,000,000 inhabitants, one eighth of whom live in the capital city, Budapest.

In appearance the Hungarians resemble the Irish. Strangely enough these two peoples are very much like each other in many respects, especially in temperament. The Hungarian character can only be understood if one knows Hungarian history. The constant struggles during 1,000 years have had their effect on the people. They are straightforward in character, rather conservative and aristocratic in feeling, hospitable to all, and enthusiastic about everything that means progress and happiness for humanity.

The present economic situation of

Hungary is most unfavorable. The unfortunate, long war consumed all capital in the country and resulted in the loss of more than two thirds of its territory and population. Thus Hungarian agriculture and commerce are going through extraordinarily difficult times. Unemployment and social discontent are increasing constantly. Life presents to the average Hungarian today a rather tragic aspect. In consequence of the war and subsequent social movements, he has lost friends and relatives, his property, his fortune. He would like very much to work today as in the former days, but alas there is no employment for him. The inability of our people to buy as in former times has closed many shops.

Hungarians are making incredible efforts to overcome their economic and social difficulties. This struggle against misery and poverty has not soured them nor dulled their interest in the peoples of other lands.

We Hungarian Rotarians invite our fellow-Rotarians of the world most cordially to come and see us. Our capital, Budapest, is only a few hours travel from Vienna and a night's journey from Venice. The famous, ancient Hungarian hospitality, the beauties and peculiarities of Hungarian scenery, science, music, and arts will, without a doubt, recompense them for the troubles of the journey to visit us.



Hungarian orphan girls who participated in a program of national dances at Rotary Children's Day, Budapest

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**ROTARY**  
**Convention**  
**Dallas, Texas**  
**May 27-31**

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*The Honorable  
 Dan Moody,  
 Governor of  
 Texas*

# All Texas Is Waiting

*Ready to welcome Rotarians in May*

**By the HON. DAN MOODY**

*Governor of Texas*

**T**HE Rotarians of the world will find awaiting them in Dallas next May a most hearty welcome, warm hospitality, wholesome entertainment and ample accommodations. The people of Texas will be proud to entertain such a distinguished gathering, men imbued with the ideals of unselfish service to their fellows, men representing the community aspirations of so many cities and so many nations.

The word "Texas" is of Indian origin and means "Friends." You will find that the people of Texas strive to live up to that thought—that a Texan is a Friend. It is only one of the many things about our state in which we take a just pride. So when you come to Texas you are among friends, not only your Rotarian hosts, but Texans generally.

With proper modesty, may we tell you some of the things that will interest you in your visit to Texas. We, too, have an international background. Different flags have floated over our soil. Our history is a composite of many cultures. The people of many countries and many climes have contributed to our growth and we are pleased that we may be able to show our appreciation of this in our invitation to you to enjoy a few days with us next May.

Here the aggressive northern pioneer met the ancient civilization planted by the Latins among the primitive peoples. Conflict gave way to harmony and the blood and the culture of the two strains were mingled. There was and there still is room for both and to spare.

There is climate and soil of wide range in Texas, opportunities almost unlimited, whatever the racial stock, the inclination, the craft. In size and in resources our state may exceed many of the countries which will be represented in your great international convention. We want you to feel our welcome is as wide as our borders. Whatever your race, it has played its part in our upbuilding and we give full credit to them. Latin, Gallic, and Anglo-Saxon pioneers struggled to give our commonwealth its present place. I am told a former member of the Dallas Rotary Club, on his return to his native country, introduced the Rotary movement into Japan, whence it is spreading throughout the Far East.

We have so much in common with our neighbors to the south, Mexico, and the countries of Central and South America, that we expect them to visit us at your convention in unusual numbers. It has been said there is mistrust of our size and our intentions, among those countries. Words can be misunderstood as they pass from one language to another, but the warmth of a handclasp, a smile of welcome, is the same in any tongue. Texas is prepared to welcome you with those greetings.

Your organization calls itself international and proves that its ideals are cherished around the world. Its purpose is fellowship and friendship and service and these will find an echo in the welcome of Texas when you come to visit us next May.



# Getting the Other Fellow's Slant

*"The plain and daily duty of the Rotarian Everyman"*

By FRANK HOLLWAY

**A**MONGST the many strange American colloquialisms that Rotary companionship has encouraged other peoples to understand, and even enjoy, the phrase at the head of this page is probably one of the happiest. It does not readily occur to us English, in our angular fashion, to think in terms of slants; they are too simple and straightforward. We have the insular habit of allowing that a question might perhaps be looked at from a different angle, but often we find difficulty in regarding an angle as anything else but an awkward corner, and views taken from angles other than our own are treated with a proper reserve accordingly. But a slant never allows you to consider angles at all—it makes you think instinctively about planes, and at once you find yourself seeking for one which is natural both to yourself, with your sturdy common-sense, and to the fellow from overseas who, a little strange perhaps in action and method of expression, is apparently just as sincere in his quest of the objectives you, too, are seeking.

It is a truism of Rotary that the real key to the position the Sixth Object aims to reach is universal understanding. Were it possible for all men to understand their fellows of whatever race, tongue, or color, then indeed might we hope for a distant glimpse of that world peace we all pursue. Yet even the most sanguine of us will admit that at present little more seems possible than agreement, through understanding, upon certain things which all, in time, may come to regard as ethical principles, and upon certain standards whereby adherence to those principles may be appraised. Even to reach that point we must first give the lie to Kipling's "East is east and West is west, and never the twain shall meet." Nevertheless we must recognize our unending task to be the ceaseless and patient promotion of a little better understanding between nation and nation, country and country, town and town, man and man—taking heart of grace the while by thoughts of the leavening of the lump. In its practical individual application, therefore, it is the plain and daily duty of Rotarian Everyman to "get the other fellow's slant."

It is not quite as easy as it sounds. In a masterly article in December, "Rotator" showed how frequently the enthusiastic interpreter of Rotary found him-



FRANK HOLLWAY

Editor, *The Spokesman*, Rotary Club of Halifax, England

self opposed by what was described as the Human Factor. It was another way of saying that man will rarely accept a counsel of perfection. But the writer showed, too, that the only way to make progress was to take men and things as they are and not as they ought to be. In this matter the constant effort to attain a sense of true proportion is of tremendous assistance. It helps to a realization of the fact that because a man does things differently it doesn't necessarily mean that he thinks differently. The highbrow hates jazz, the lowbrow can't stand classical music, and we all pat ourselves on the back for our pet intolerances, hastily acclaiming as principles those things which a more disinterested party might prefer to describe as prejudices.

**O**NCE, however, we arrive at the stage of appreciating that the other fellow is just as subject to these little weaknesses as ourselves, then we are beginning to understand him and, a little later, even feeling a sneaking sense of sympathy with him. When he gets up to oppose our most cherished schemes we don't feel quite so homicidal. We reflect that perhaps after all it is not just pure 100 per cent cussedness, but maybe he only has a hostility complex and can't help himself. We are beginning to "get his slant."

In the warm current of fellowship induced by regular Rotary meetings it

would be strange indeed if such understanding were not reached, given the desire for its attainment. In our relations with our fellowmen outside, however, the situation is not quite the same. Differences of habit, thought, religion, politics, social position, all tend to keep intact the barriers Rotary fellowship removes so easily and light-heartedly. The same old prejudices against a man because of the views we think he holds continue to stick out a mile. Yet if we are to approach his plane we must tell ourselves resolutely that, despite his apparent wrong-headedness, "one touch of nature" would make us kin, and from that common basis we may make a start upon the business of finding points of contact.

There is one valuable way in which we can "get the other fellow's slant" in a community sense. It is by the interchange of our club publications. Nearly every club produces some literature, be it magazine, bulletin, or a weekly list of notices, and in the majority of cases the circulation is confined very largely to the club members. That is a mistake, for to send copies of a club publication to as many other clubs as possible is a very profitable way of spending money. Let me explain. It takes all sorts of men to make a Rotary club, and there are many to whom our important international and national publications are of interest only as literary productions, and some of them don't even care for literature. It is an unfortunate state of affairs, but it is due to the Human Factor again. That man is the kind of fellow who will pick up a strange club publication, if only out of curiosity, and read the incomprehensible and perhaps rather cheap little club jokes, and see the way they tackle the same things his home club undertakes; recognized jobs of community service like boys' work, fraternal work within the club, and so forth. He will read of their problems, their difficulties and successes and then realize suddenly that they bear a striking similarity to those of his own club—and some of it sticks, and he begins to *understand*. They have spoken to him in their own language but he is "getting their slant."

You can often get nearer a man's heart through the medium of the intimate club publication, and its usefulness most certainly is not confined to the club itself. It can play its part in the larger service of spreading the gospel of understanding and goodwill.



John  
Galsworthy

From a  
Woodcut by  
Bertrand Zadig

# How Galsworthy Interprets Life

*---through the intensely human characters in his novels*

By PETER THOMASON

**R**OTARIANS the world over should be grateful to Galsworthy for, of our Sixth Object, there has been no clearer exponent, no more stalwart a champion.

The outstanding feature of his work, both as a novelist and playwright, is his sense of balance and of form: linked with this is a profound and shrewd power of penetration.

He is by blood purely English. On his mother's side he comes of a family long settled in Worcestershire; on his father's side of pure Devon stock.

He was born in 1867, educated at Harrow and Oxford (as much as anyone ever is educated at those places), called to the Bar but practised little (which is the way of many), and he travelled. He travelled widely as a young man and had the great good fortune to meet Joseph Conrad on a sailing ship going from Adelaide to South Africa. He has travelled widely ever since. One hears glowing accounts of his popularity in Central Europe. He had a great reception when, as president of the P. E. N. Club, he toured Czechoslovakia. So struck was he by the appalling poverty

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**A glimpse at the artistry of a great writer in his portrayal of both the tragic and glorious interludes of life**

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of the middle classes in Hungary that he directed that all future royalties from performances of his plays in that country should be devoted to its several relief funds.

The artistry in him developed in its own way, quietly, making no sky-rocket exhibition, but continually growing, so that any reader may make the fascinating study of marking that growth from work to work, style, vision, depth, and grip of human character all increasing, and accompanied by the three characteristics he showed fairly soon—a feeling for atmosphere, a deep compassion, and a sense of satire.

He has always shunned publicity, and for many years lived quietly in Dartmoor villages. There he could at times be seen playing cricket with the village

team; or he might be found at work around the hay-wain, helping some farmer to get in his crops when the skies threatened rain. Most of his time naturally went in reading and writing, whilst in the evenings by candle-light, in a pretty simple white-walled room, Mrs. Galsworthy would play softly, the beech-logs would crackle on the open hearth, and many dogs—for all the dogs of the farm would gather on the verandah if they could—many dogs would watch devotedly. Such a scene gives one a gem-like glow, and a particular sense of "reality," intellectual reality, obtained, not from excitement as so much is today, but born of repose.

A large part of Galsworthy's work deals with people of leisure, their drama being essentially psychological, not so much the struggle of character against circumstance as an inner strife and reaction of human relationships. But he has also handled working-class characters with remarkable success, not only village types but city crowds and down-trodden out-of-sight souls like Mrs. Hughes of "Fraternity." Still, his novels

constitute a masterly unveiling of the people we see in the front theater stalls.

It is not often that a great novelist is also a great dramatist, but this can be said of Galsworthy—a dual achievement which comes from his keen sense of "situation." Many of his short tales are intensely dramatic situations. A critic once said of him that his novels fell short of his plays just because it was situation which interested him rather than development, so that we find his characters at the close of a novel much as we knew them at the beginning, the novel, as a form of art, lacking the powerful thought-provoking force of the "curtain" which as a dramatist he knows so well how to use. But this has proved a false criticism.

NO one who has read the successive Forsyte volumes can maintain a lack of development in either the gradually ageing or the growing characters or in the scheme of the whole. Soames, in "The White Monkey," is developed since the Soames of "The Man of Property." It is character itself which interests him, and that is why he has been so successful in portraying all those aspects of character revealed in family relationships. He has done it admirably in "Fraternity" where two brothers are married to sisters, and in "The Free-lands" where we have the interrelations between three brothers and their very different wives and offspring; and in the Forsyte Saga where he gives us the whole foundation, walls, and fortifications of a family group, with all a family's likes, dislikes, irritabilities, and loyalties.

Galsworthy is an artist in the sense that Turgenev and the great Frenchman de Maupassant are artists. These writers do not try to give chunks of life in the rough, life just as it is, full of irrelevancies, distracting details and broken threads. Many new clever writers try to reproduce this chaos. But the art I am now thinking of is more exacting; it seeks to penetrate to essentials so that it may interpret life, and to do this it must focus, eliminating what is not essential from what is. Self-restraint, delicacy, a fine sense of form, are all necessary to this type of art: no gush, no blood-and-thunder, and no intrusion of author standing between what he writes and the reader. This does not rule out personality: personality is like the fine sense of a flower, unseen but known, one of the most precious gifts of authorship.

So as an artist Galsworthy has sustained an advance. Some

writers produce a first vivid work, almost a masterpiece maybe, and never reach that level of expression again. He is not among these: he found himself gradually. His first four books appeared under a pseudonym "John Sinjohn." They were "From the Four Winds" a collection of short stories not remarkable in any way, "Jocelyn," "Villa Rubein and Other Stories," and "A Man of Devon." "Villa Rubein" is a genuine piece of objective work, not definitely Galsworthy—full of excellent character drawing and, since revised, a charming long-short, that is, too short for a novel, too long for a mere study.

"The Island Pharisees" is a different type of book in which the artist has broken out of his form in an effort to find himself, so what we get is a somewhat weak book structurally, but the first definitely Galsworthy flavor—Galsworthy the satirist. It is a collection of keenly sketched portraits loosely strung together and, unlike previous work, is an indictment of people observed. It has the bitterness of young art, not the breadth of great art. Its central theme is a contrast of the stodgy, smug, self-satisfied with the doubting and discontented represented by young Skelton. But not only is Skelton made to expound his divine discontent in the most unlikely places, from a

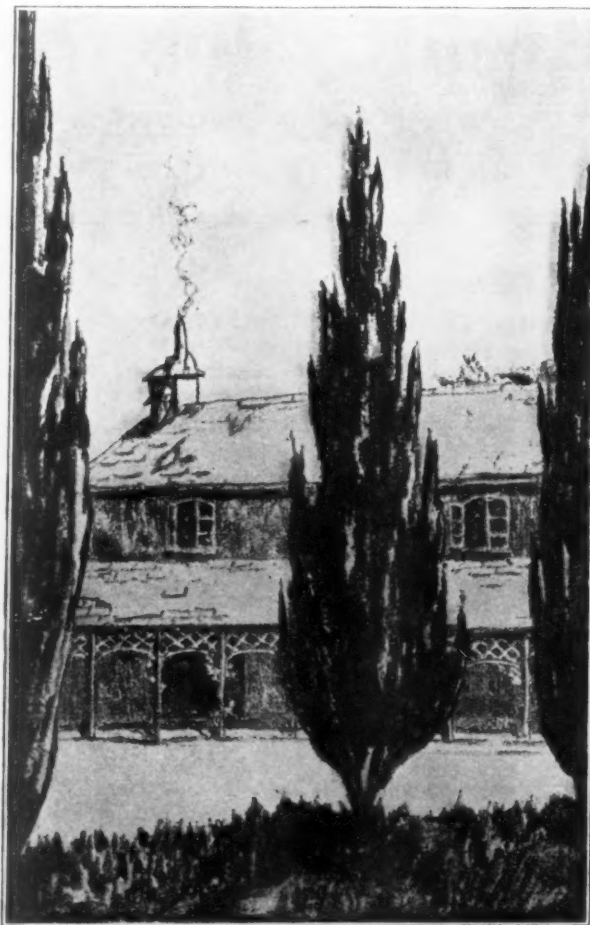
hunt ball to a walk with his sweetheart, losing her for his pains, but every chance encounter is made the occasion for manifesting his opinions. He finally becomes a peg on which to hang theories.

FROM this book Galsworthy passed straight on to "The Man of Property." In this we have the perfectly balanced work of an artist who has found himself, mastered his tools, and come into his own. The book has backbone, its theme and its characters depend on each other and help to make each other. The writing of it has the fine restraint of real mastery and also that pervading subtle sense of "personality" which hallmarks the great artist. This novel portrays the upper middle-class in England towards the end of the last century, a protected class whose prosperity is founded on its sense of property. Into this close circle he introduces the intangible spirit of Beauty—a woman, Irene, Soames Forsyte's wife. It is their drama: she, caught and caged by the Man of Property; he, trying to possess what he cannot possess, trying to own the heart and soul of another as he owns his dividends.

"The Country House" deals with another layer of Society: it is full of shrewd humour, shown partly in such characters as Horace Pendyce himself, and in Hussell Barter, the man who has found his duty in life to be so plain, and that of other people even plainer. But the triumph of the book is Margery Pendyce, the squire's wife: refined, unselfish, tranquil, courageous, and above all civilized with that fine essence of civilization which shows itself in unselfconscious self-respect. She is the most perfectly drawn gentlewoman in contemporary literature. This novel also contains a fine animal portrait, the "spaniel John."

"Fraternity," the next novel, again the portrait of a class, differs in style and essence, and deals with a more sophisticated portion of society, so the artist is less humorous and more subtle. Yet it is a great novel, the whole woven of a piece, perfectly balanced. It deals with writers and painters, people who do creative work and who live introspectively and have imagination; not struggling artists but people of means and leisure who, because they have imagination, are aware of the poor, who feel the presence of their "shadows" in the streets, but who, because they are themselves removed from life by security and inwardness, have no practical ability. The rich and poor are seen side by

(Continued on page 54)



Wingstone, Manaton, Galsworthy's home in Devonshire. From a drawing by R. H. Sauter in the Manaton Edition of the Works of John Galsworthy



VOCATIONAL SERVICE

INTERNATIONAL SERVICE

COMMUNITY  
SERVICECLUB  
SERVICE

# Practical Problems of Rotary Service

## VOCATIONAL SERVICE

### Surveys

ONE of the problems of nearly every club vocational-service committee is to discover various ways open to it and to the club members to do vocational-service work. It is true that every Rotarian should search for ways of serving in his vocation but it is likewise true that the club's committee should help him in his quest.

A plan that proved successful with many clubs is that originated by the Wilmington (Delaware) Rotary Club of making a Vocational Service survey. First, a set of four cards, 5 inches by 8 inches, each containing a number of questions was prepared. A card was devoted to each of four business policies common to most Rotarians, employment, buying policy, sales policy, and relations with competitors. The cards contained such questions as these:

Have you an educational plan for employees? What form? How financed?

Would the plans of other successful employers along this line interest you?

Can you tell us of any bad purchasing practices prevalent in your craft? Can you suggest a remedy for these?

What is the relationship between yourself and customers on returned goods? Have you a definite sales policy?

Can you give an estimate of the percentage of your competitors on whose statements you rely?

After the questions had been prepared, well-written notices announcing and explaining the survey were placed in the club bulletin. This was done for two weeks prior to the meeting at which the survey was explained fully. Steps were taken to insure a full attendance at that meeting. The first of two speakers explaining the reasons for making the survey emphasized the fact that the survey was secret and that it was the only means by which information on the different subjects might be obtained from the club members. He also explained that the information was being sought solely in an effort to improve business ethics and that it was earnestly desired that definite answers be given to the questions pertaining to unfair

This Service Department is devoted to the daily problems of club management, such as the various phases of the Aims and Objects of Rotary—Club Service, Vocational Service, Community Service, and International Service. Grateful acknowledgment is made to the various committees and departments of Rotary International for their cooperation in providing this material.

practices existing in the several crafts. The second speaker read each of the questions on the survey cards, explaining each one and making it clear that Rotary had no interest in the answers other than to use them for improving business ethics in general.

For mailing this material to members a covering letter was prepared which explained what was desired and encouraged cooperation. This was mailed the day of the meeting so as to reach the members while the subject was still fresh in their minds. Notices were placed in the club bulletin for this purpose also.

In order to keep this survey secret no member's name or classification appeared on his returned cards. A key system was devised and the work of mailing cards and recording information by numbers and not by names was done by a non-Rotarian. Any further correspondence between the vocational-service committee and the individual members was done through this secretary.

A different kind of survey plan has recently been followed successfully by the Rotary Club of London, England, under the direction of Chairman Percy Jones. Its purposes were to secure information from the members of the club about various employment benefit plans they were using in their businesses and to prepare that information in pamphlet form available to all members for their information and possible use.

The information requested by the Vocational Service Committee dealt with the following broad types of schemes which had been offered to the employees of the members: Copartnership, profit-sharing, premium bonus, acquisition of shares of stock, superannuation, welfare, benevolent and sick funds, payment for holidays, workers' council, and re-employment.

Sixty-four members responded by giving details of schemes they had been using in their businesses. The information from their replies in classified and detailed form was placed in a pamphlet for the information of each club member.

Sydney Pascall in his foreword to this pamphlet says that the information is a practical contribution to the great cause of peace in industry and that it is something that will help to moderate the discounts and depressions of our time through the leavening influence of our fellowship in Rotary.

## COMMUNITY SERVICE

### Yes or No!

AN age-old saying has it that "Oil and water won't mix." In some of the present-day fraternal and business organizations the discussion of politics and religion is taboo, and by the same token some of the service organizations refrain from participation in various phases of community activities that may or may not be controversial; that may or may not hold elements of potential good for the common concern.

What is being sought is an expression of opinion as to the limitations of concern and participation on the part of the Rotary club, as a club, in the local political field—to go about the matter of open covenants openly arrived at—just how far should the club go in initiating, directing, or dominating a local political situation?

Take as an example this suggestion, and it is only a suggested example. A town has slumbered peacefully for a great many years; it is a typical "slow town" that is not a self-starter; it is the sort of a town that is content to follow in the footsteps of an unprogress-

sive yesteryear. Other neighboring communities possessing comparable conditions, plus vision, have, for some reason or other, cured themselves of the "slow town" complex or municipal lethargy and increased their growth and commercial and industrial life. Likewise the cultural and spiritual growth have received an awakened impetus.

Then after some study and investigation on the part of a committee representing the local Rotary club in the legendary lethargic community, it is found that the neighboring town of "wide-awake" has recently amended an ancient and cumbersome city charter so as to provide for a more nearly equitable taxation favorable to industry, and gave more power to the municipal authorities to secure much needed improvements and to extend inducements to prospective new enterprises, etc.

Now, with the foregoing suggested situation in mind, and fortified with results of their survey, is the Rotary club of "slow town" justified in stepping on the local political starter and promoting a program of political reformation that would have for its purpose the overthrow of the present admittedly inefficient local government and adoption of a new charter and a consequent re-birth of the town?

In modern parlance—"We ask you?"

### *Restoration and Perpetuation*

Some of the clubs of the Forty-Sixth District of Rotary International, which includes the seventeen clubs in the Kingdom of Italy, are engaged in the promotion of community-service activities that links up the historic past with the pulsating present and at the same time assures the future of possession and enjoyment of their vision and service.

Prince Piero Ginori Conti, district governor of the Forty-Sixth District of Rotary International reports the following community service work being projected in his district.

"The Genoa, Italy, Rotary Club recently began restoration of one of the oldest and most celebrated of the churches of that community; an historic pile of great artistic worth, some ten thousand lira having so far been devoted to this work of restoration as an initial service.

"The Rotary Club of Turin, Italy, through the keen personal interest of one of the members has restored the very famous and ancient old palace of 'Palazzo Madama,' this under the personal direction of a member of the club who, in turn, has personally assumed the expense involved."

The service being performed by the splendid and thoughtful Italian Rotary clubs provides an everlasting inspiration to the uncounted tourists and lovers of the beautiful for all time to come and provides an object lesson of that new interpretation of Rotary, "Thoughtfulness of Others."

## INTERNATIONAL SERVICE

AS far as International Service is concerned, one of the most important problems that come up before the clubs is that of becoming familiar with the big international movements, the aims of which are identical to those of Rotary in international matters. It is every club's duty to become well informed about the World Court, the League of Nations, the International Trade Associations, to become interested in these questions and to discuss them thoroughly. Other problems, as well as questions of practical organizations, will be considered here in due time.

Last month we discussed the World Court. This month we would like to say a few words on the League of Nations.

We must not imagine that this idea was a new one when it emerged from the idealistic brain of Woodrow Wilson. In fact the nations of the world have long coveted an international organization which would temper the vehemence and the abuse of nationalism. The nations have, for centuries, realized that a law and an international organization should exist to force each country to remain within the limits imposed by the respect for others, the same as among individuals a law is necessary to protect them against the attempts of lawbreakers. The League of Nations, created at the Paris Conference of 1919, is the best attempt that has ever been made by the nations of the world to maintain a permanent conference table. The entire world knows the disaster which befell the nations of the earth in 1914 because there was no such means of summoning the foreign ministers of the powers to a conference table following the murder of the Austrian Archduke.

The Great War while of itself a glaring, tragic instance of lack of cooperation, nevertheless gave the Allied nations the opportunity for developing to a high state of perfection a system of economic and financial cooperation. The success of this form of agreement between countries, the testimony to the value of international cooperation given by the workings of the various agencies of control, coupled with the growing conviction that something must be done to prevent wars in the future, led naturally to the creation of the Covenant of the League of Nations when the lately warring nations met at Paris to consider peace. The League of Nations came into being on January 10, 1920.

The preamble to the Covenant gives very simply what the League stands for: "To promote international cooperation and to achieve international peace and security."

The League has five main divisions:

- 1—The Assembly, which is the supreme authority of the League and which is made up of three delegates from each of the 56 nations.
- 2—The Council, which is the executive body of the League. The six great powers are permanent members, while the Assembly elects nine non-permanent members from the small nations every year.
- 3—The Secretariat, which carries out the routine work as outlined by the Assembly and the Council.
- 4—The International Labor Office.
- 5—The World Court, which sits at The Hague.

The League has, in addition, many permanent committees such as public health, international finance, opium and dangerous drugs, traffic in women and girls, protection of children, reduction of armaments, traffic in arms, etc. The League of Nations often calls special meetings, such as the Economic Conference which recognized Rotary International as an organized force working toward the improvement of ethical practices in the business, commerce, and industry of the world and which invited Rotary to send an expert at its meeting held in Geneva in May, 1927. (Rotary International appointed Sydney W. Pascall of London, England, Past President of Rotary International—Association for Great Britain and Ireland.)

At first the policy of the American Administration was to hold no intercourse whatever with the League. Then it began to answer negatively correspondence from Geneva, and a little later sent "unofficial observers" to report the work of special conferences or commissions. Finally, official representatives of the U. S. Government began to appear in an increasing number of activities instituted or carried forward by the League. There are now, consequently, four types of American participation, three governmental and one private. The former include official delegates with plenipotentiary powers, official delegates with powers only to observe, and experts named by the State Department on invitation of the League but not speaking for the government. Private participation includes American citizens invited by the League for their technical competence to contribute to various branches of its work.

The League of Nations being an international body, Rotary clubs may well direct their earnest attention to what the League is doing for peace by the guardianship of backward peoples, the protection of the oppressed or destitute, the combat against disease, the advancement of knowledge, the furtherance of industrial and economical progress, and the assurance of security against the armed settlement of disputes.

(The section on "Club Service" will be found on page 50)

# Rotary Club Activities

*"I'll put a girdle round about the earth in forty minutes"—Midsummer Night's Dream*

## *More Than \$2,000 For Crippled Children*

MEDINA, NEW YORK—Following a survey which revealed the approximate number of crippled children in six nearby towns, the local Rotary club and the local Red Cross arranged a clinic at which thirty-four youngsters were given medical aid. The results seem eminently worth while, and the initial subscriptions of \$1,200 from the Rotarians and \$1,800 from the Red Cross have been supplemented by another Rotary contribution of \$850, with prospect of still more funds for this form of community service.

## *Prize "Companionableness" Among Students*

LIMA, PERU—Intelligence and application are not the only virtues of students, though they have lost none of their importance in the classroom. Companionableness—the ability to make oneself liked in any group—has acquired increased standing here since the local Rotarians agreed to give an annual prize to such students as were selected by their fellows on the basis of superior fellowship.

## *Twenty-six Charter Members Attend 15th Anniversary*

MEMPHIS, TENNESSEE—The fifteenth anniversary of the local Rotary club was the occasion for a count that showed twenty-six of the original fifty-three members still on the list. Paul P. Harris, founder of Rotary, was guest of honor, and extended his congratulations to these veterans of Club No. 96.

## *Sponsor Course for Leaders of Boys' Clubs*

CLEVELAND, OHIO—A recruiting and training course for leaders of boys' clubs is the latest community aid offered by local

Rotarians. The course, arranged by the Boys' Work Committee, will take six weeks and all expenses will be met by the club. In addition to the talks by experienced leaders of boys there will be demonstrations and exhibits in connection with each week's program.

## *Local Officials Interested In Crippled Children*

FREDERICTON, NEW BRUNSWICK—At a meeting held to promote interest in crippled children, local Rotarians were well pleased to see an imposing array of officials. Representatives of the gov-

erning bodies of the province of New Brunswick, the city of Fredericton, the towns of Devon and Marysville, municipal councillors of York County, the hospital board, the board of health and other organizations were in attendance. It is thought that this gathering will result in considerable benefits to handicapped children. Dr. Thomas Acker, a Rotarian of Halifax, gave an interesting review of conditions amongst crippled children, and proposed a number of definite measures looking toward the amelioration of many unfortunate conditions susceptible of remedy.

## *Four-Year Scholarship At Princeton*

ATLANTIC CITY, NEW JERSEY—Rotarians here have offered a four-year scholarship at Princeton University to a high-school senior, beginning with the class of 1929. This is the first such scholarship offered in any city of New Jersey and the announcement was received with enthusiasm. Arrangements have been made with the University so that the winner will be given a chance to earn his own expenses.

## *Offer Cup for Best 4-H Club in County*

FORT FAIRFIELD, MAINE—For the second time the local Rotary club is offering a trophy to be awarded that 4-H club in Aroostook county which makes the best record in any year. When the cup has been won twice by one boys' or girls' club it becomes the property of that club. Previously the Rotarians made a similar award and found it a considerable incentive to good work by the juniors. The work of each member is estimated before the award is made.

## *Spanish Pupils Give Demonstration*

FITCHBURG, MASSACHUSETTS—Armand J. Dufour and twenty-four of his pupils in the Spanish classes



An attractive album containing the signatures of four hundred leading business and professional men in Argentina was presented to President-Elect Herbert Hoover during his recent goodwill tour to South America. The presentation was made by the Argentine-North American Cultural Institute, of which Dr. Alfred Colmo, president of the Rotary Club of Buenos Aires, is president, and Dr. Cupertino del Campo, governor of Rotary's Sixty-third District, one of the founders. The cover of the album, as reproduced above, shows the emblem of the Institute—two hands firmly clasped





Headed by their president, Jenő Sesztina, the Rotarians of Debrecen, Hungary, celebrated Christmas by a large-scale distribution of gifts for the poor children. The tree was erected in a hut in a dilapidated section of the city, and here clothing, food, and dainties were given out. In the front row of this group, fifth from the right is President Sesztina, at his left is Secretary Raddo and the last in the row (right) is Secretary Marffy

of the local high school, gave a novel program at the local Rotary club when they demonstrated how much Spanish could be learned in only four months. The demonstration drew favorable comment from Señor Enrique Naranjo, of Boston, consul for Colombia, who was the speaker of the day. In his address the consul urged Rotarians not to look upon the South American countries simply as prospective markets, but to make a sincere effort to understand their culture and history. A knowledge of the language used by twenty-one nations was, he thought, a great help to individual friendliness, and an aid to easier commercial intercourse, and so, ultimately, to international amity.

#### *Radio Installed In High School*

SHENANDOAH, PENNSYLVANIA—Several months ago we mentioned that Rotarians here were raising funds to equip the local high school with radio. Now the thirty rooms, the auditorium, and the gymnasium of the school are all equipped with a loud-speaker. Each teacher is furnished copies of educational programs, and during the day can tune in by simply pressing a button which connects the room's loud-speaker with the main switchboard. From their offices the principal and superintendent may address any or all rooms through the same connections. This is said to be the first high school in the United States to have such equipment, and local Rotarians are well pleased with the result of a movement which they sponsored. Last summer the same high school secured a \$25,000 swimming-pool, another project in which Rotarians took an active part.

#### *Examination Shows Grasp of Principles*

KUTZTOWN, PENNSYLVANIA—Under the direction of a faculty member of State Teachers' College here, the local Rotarians took an examination in their knowledge of organization principles and practice. Results, according to the club paper: "In general we are able to select the six objects of Rotary from a padded list. We know the proper and improper uses of the Rotary emblem, the principles embodied in the code of ethics. We know most of the directors and the classification of most of the members. Knowledge of principles is always more important than knowledge of detailed and unrelated facts. So it doesn't jar us that most of the members did not know the names of the president and secretary of Rotary International. No one knew the name of the editor of the Rotary magazine. Few knew how big Rotary is in membership or in how many countries established. Quite a few did not know what committees they were on. Is this important? Only three men referred by title to articles they had read in THE ROTARIAN."

#### *Is This True Of Other Clubs?*

HAMMOND, LOUISIANA—After Rotarian Conrad Rotenberg had presented his fellow-members here with a set of flags of all nations in which Rotary is operating, several members stated that they had never seen all these flags in a Rotary meeting place before though they had visited clubs throughout the United States. Rotarians attending the national conventions usually witness such a display at the pageant, but it would be interesting to know how many

Rotarians could identify all the flags on sight. In fact, a worth-while Rotary club program might well be based upon a test to discover how well the various national flags are known to the members.

#### *The Whole Job— Or One-Fourth?*

ROCHESTER, NEW YORK—A recent meeting of Rochester Rotary was for a discussion as to whether the club should assume the whole responsibility of raising \$60,000 to finance the civic orchestra—or should content itself with doing the quarter of the job it has already undertaken. It was pointed out that four organizations working at the task involved much duplication of effort, but we have no news as to the final decision. Even the smaller undertaking would be a substantial contribution to the advancement of civic music.

#### *Club Protégé Owns Champion Cow*

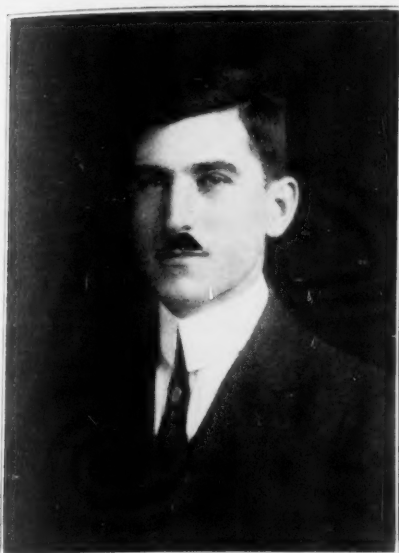
CHESTER, SOUTH CAROLINA—Usually the guest at an organization luncheon eats the same things as everyone else—and makes no comment, unless it be a word of praise for the food. But there was one guest at a recent meeting of Chester Rotary who got special fare, and would probably have snorted at the regular rations. Her name was Florentine's Eastern Lydia, and she was the grand champion Guernsey of the big dairy show at Memphis. Because she belonged to one of the Rotary protégés, a member of the junior livestock club sponsored by the business men, she was awarded the distinction of attending a Rotary meeting—but with true modesty she seemed blissfully unconscious of the many nice things said about her, and calmly chewed her hay in the specially built box stall while various orators grew eloquent in favor of Southern dairying.

#### *1,200 High-School Boys Adopt Code of Ethics*

SPRINGFIELD, ILLINOIS—A code of ethics which resembles that of Rotary International has been adopted by twelve hundred high-school boys here. Will Taylor, governor of Rotary's Forty-fourth District, is responsible for the adoption. At the close of the semester the boys will select five of their number whom they consider as having best lived up to the obligations of the code, and these five will be guests of Springfield Rotary.

#### *Break Attendance Record For Class C Clubs*

JACKSON, TENNESSEE—For seventeen consecutive weeks the eighty-five members of Jackson Rotary kept up their attendance, and thereby set a new record for clubs in Rotary International



Rotarian Adam G. Wickerham of Homestead, Pa., is the second member proposed for Rotary's "Hole-in-One-Club." The event took place on a 195-yard hole at the links of the South Hills Country Club, Pittsburgh, Pa. Rotary's "Hole-in-One-Club" now has two charter members. The first Rotarian reported was John F. Geis, of New Orleans. Any other candidates?

with membership ranging from 50 to 100. To make their record each member had to make some considerable sacrifices, but they stuck to the job although they are among the busiest men in this city of 30,000 population. Some members got up out of sick beds to attend, others drove from fifteen to fifty miles to make up attendance in other towns.

### Meet Emergency In Good Style

NASHVILLE, TENNESSEE—It seems that the Big Brothers of Nashville conduct an annual newspaper sale, wherein business men substitute for the newsboys and the proceeds are devoted to welfare work. Many local Rotarians had volunteered to help with this drive, but when it was suddenly found necessary to hold the sale a week in advance of the expected date, some emergency work was necessary. The Rotarians met the problem promptly and we gather that the results were quite satisfactory.

### Send Five to Camp For Musicians

INTERLOCHEN, MICHIGAN—Reports from this point indicate that five of the more than one hundred boy and girl musicians who attended the first camp of the National High School Orchestra and Band here, were the protégés of Rotarians in various cities. Here is another club activity that,

while closely allied to some now in operation, still offers its own peculiar advantages. This was the first season of a national camp, though for three years previous the young musicians have had conventions. The idea of such a camp is to provide longer and more consistent training than was possible at the conventions. Separate camps are established for boys and girls, and this next summer a total attendance of three hundred students is expected. Under the rules the whole expenses of eight weeks' study can be covered by a \$300 scholarship. This amount may be paid by schools, service clubs, musical organizations, civic groups, or individuals. Camp rules make it possible to designate the recipient of the scholarship provided he can meet the musical and other qualifications. Parents of talented youngsters may designate their own children, and will be under no financial obligation if these youngsters fail to qualify. The camp has 50 acres of land, donated by Willis Pennington of Detroit, and \$50,000 in buildings. Henry Ford was one of the subscribers toward this equipment. Nationally known musicians who conducted these groups last summer or will conduct this season include Ossip Gabrilowitch, Walter Damrosch, Frederick Stock, Howard Hanson, Leo Sowerby, Ernest Hutcheson, Carl Busch, Edgar Stillman-Kelley, John Erskine, and others.

### International Goodwill Dinner on S. S. "Majestic"

NEW YORK, N. Y.—Nearly a thousand members of New York Rotary and their guests were gathered on board the S.S. "Majestic" for an international goodwill dinner. Complimentary cables exchanged between the Rotarians of New York and London were read by Raymond Knoeppel who also made the keynote speech for this gathering on what is technically British ground. The

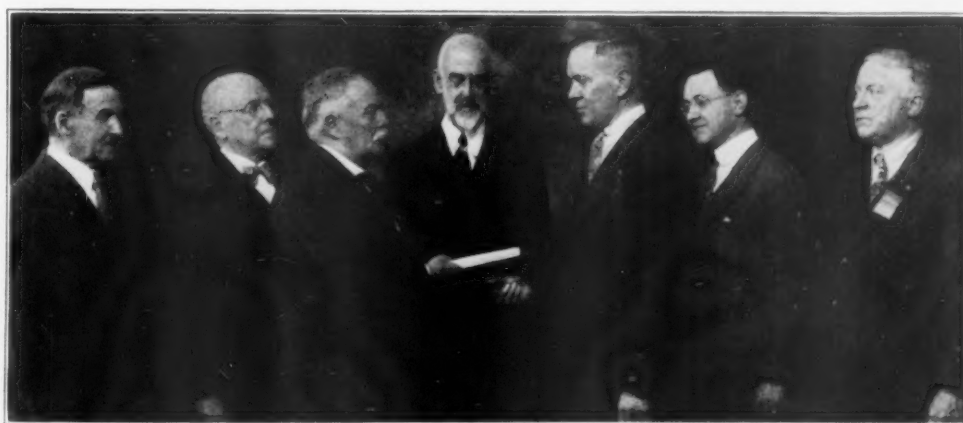
Hon. A. G. Ponsonby, British vice-consul at New York concluded an address with, "these minor differences, and even trade-commercial rivalry must not be allowed for any length of time to separate us. Let us make the Kellogg Pact a reality." Amongst the various pleasing musical contributions was a bit of chorus work by the Tammeites—the glee club of New York Rotarians. Ships' officers, who had given up their shore leave to entertain the Rotarians, arranged for inspection tours of the boat, which took care of any intervals between dances.

### No Labor Trouble For 130 Years

LONDON, ENGLAND—An interesting sidelight of the Industrial Co-operation Conference arranged by leading Rotarians here, was the claim of Vice-president Mander who stated that his firm had had no labor troubles for 130 years. He ascribed this to the Joint Works Committee, which not only settled all minor issues, but had caused the dismissal of unsatisfactory employees. Lord Melchett informed Rotarians as to the origin of the Mond-Turner Conference and said, "What made it so important was the joint recognition that only in the prosperity of industry could they hope to obtain the amelioration of the conditions of life which they all wanted to see. Unless they could create prosperous industry it was no use establishing profit-sharing schemes." (See also page 8.)

### Treatment of Employees Theme for Discussion

HOLTON, KANSAS—An interesting way of dealing with the subject of treatment of employees was that used by Holton Rotary recently. The subject was tackled from different angles by four speakers, and members were urged to ask as many questions as they desired. The titles for the four addresses



For its contribution to the dissemination of knowledge concerning France, the Rotary Club of Pawtucket, Rhode Island, has been awarded the "Medaille de la Reconnaissance Francaise." The award was made in consideration of the club's services in publishing a series of booklets dealing with French industrial and social progress. Left to right: Thomas P. Corcoran, chairman of the Rotary Sixth Object committee; Elmer E. Hubbard, former district governor of Rotary; J. C. J. Flamand, honorary French consul who made the presentation on behalf of the Republic; William H. Tolman, Ph.D., author of the booklets; President H. G. Carpenter; J. Bruce McCullough, member of Sixth Object committee, and Guy Gundaker of Philadelphia, past president of Rotary International



were: "Hours and Vacations and Overtime"; "Salary Bonus"; "Sick Pay"; and "Promotion—Approaching Help in the Employ of Another." Perhaps other main themes for Rotarians might be tackled piecemeal with equally good results, and from the various brief assignments used by different clubs some sort of standard list of titles might be selected so that all clubs could benefit by study of these tangents.

#### *Plan of Buenos Aires Rotarians Becomes Reality*

BUENOS AIRES, ARGENTINA—Late in December of 1928, there met at a farewell luncheon in Buenos Aires, a group of leaders of Argentine cultural and professional thought, about to embark on a unique mission, namely, the establishment of better cultural relations between Argentina and the United States. The movement, the brain child of Buenos Aires Rotarians, was begun about a year ago under the leadership of Dr. Cupertino del Campo, governor of the Sixty-third District, who will be remembered by many as a delegate to the 1928 Convention at Minneapolis last summer. After a year of searching therefore, there were gathered this day, twenty outstanding Argentines—musicians, writers, architects, artists, physi-

cians, educators, and public health officials—each judged to have the ability to present the best methods and thought in his vocation to audiences in North America.

This group has since arrived in America where it is receiving the most enthusiastic cooperation from such institutions as the Pan-American Union, the Carnegie Institute for Peace, and the International Education Association, in the arrangement of their tour to leading colleges and cities as far west as Chicago.

During the visitors' two weeks in New York in January, every effort was made to make their stay a profitable and enjoyable one. Among those who entertained the delegation was Dr. Nicholas Murray Butler, president of Columbia University. Each member of the delegation is gathering information to be given to his countrymen upon his return.

But the fact that some of the earnest members of this Institute are on North American shores, is no indication that those at home are sitting with hands folded. There, other opportunities for work exist; exhibitions of the work of Argentine artists in the United States are sought after, plans are being made for similar exhibitions of North Amer-

ican artists in Argentine, American libraries are on the way, and a search is being made for available Spanish literature worthy of translation into English and for translations from English into Spanish. But a short time ago, when President-Elect Herbert Hoover visited Argentine, on his South American tour, the Institute presented him with an album (cover shown on page 41), containing the signatures of four hundred prominent Argentines as an expression of cordial welcome. When the work of the organization was explained to that distinguished visitor, by Dr. Alfred Colmo, president of the Buenos Aires Rotary Club, Mr. Hoover appeared pleased with its purpose and expressed the belief that this interchange of cultural ideas was just as important as daily commercial intercourse.

#### *Leaves Nearly \$1,000,000 For Philanthropies*

SPRINGFIELD, ILLINOIS—A note in the Rotary Review, published here, states that: "Crippled-children's work, parks and playgrounds, and the education of young men and women, will be advanced by approximately \$1,000,000 as provided by the will of the late E. E. Baker of Kewanee, former district governor and member of the Kewanee Rotary Club."



When spring comes to the historic Shenandoah Valley, and its twelve million apple trees are in bloom, Winchester, Virginia, holds its annual two-day Apple Blossom Festival, attracting over two hundred thousand visitors from the larger cities in the East. On the first day, thousands of school children in airy costumes take part in the "Parade of the Blossoms." The climax is a spectacular pageant in which a Queen of the Festival is crowned. These girls from the State Teachers College at Harrisonburg, Virginia, were among her attendants chosen from five states. The Winchester Rotary Club takes an active part in this affair, as the president of the Festival, its director-general, and heads of a number of important committees are members of that club.



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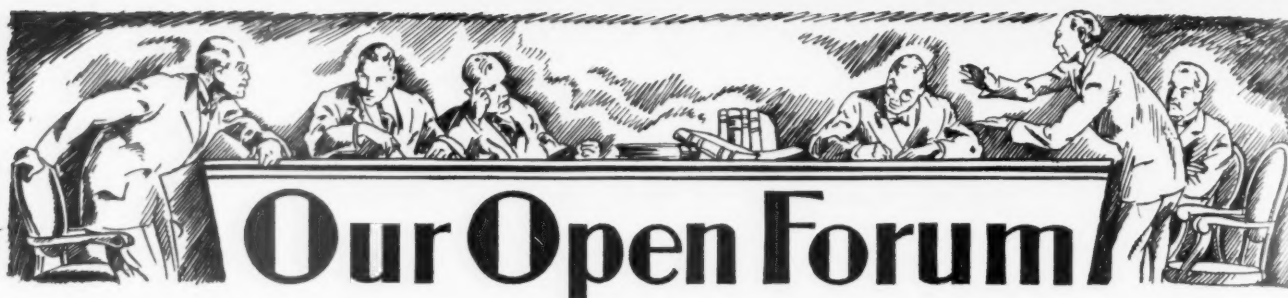
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# Butler Paper





### Rotarians in Private Homes

Editor, THE ROTARIAN:

**I** WANT to express my very great satisfaction with the present management of "our paper." It is a pleasure to read it and there are many inspiring articles in it. Long live the present management! I hope the improvement will be reflected in its subscriptions and in its advertising columns.

This is a kind of preface to secure your attention for a few words on something I have had in mind for many months. Feeling that one of the great objects of Rotary is to promote International goodwill, I think that the more people know each other, the better the feeling that exists between them, and I have this in mind, to promote that more intimate, and I trust, better international feeling: It has occurred to me for some time that the delegates to our International Rotary conventions should see more of the countries which they visit. It is, of course, very pleasant for them to attend the regular entertainments and receptions, which are so well managed at all International Rotary meetings but what would make for better and more intimate acquaintance would be promoted by having each visiting delegation from a foreign country visit the smaller and larger cities in which Rotary clubs exist and being entertained at the homes of individual Rotarians and where this is not possible, house them at their local hotels and give them a chance to see the social and business life of these cities which they would visit.

I had the pleasure of attending a Rotary meeting in Havana, Cuba, on January 17th last. The club holds its sessions on the top floor of the Hotel Plaza and a delightful dinner was given and a cordial welcome extended to visiting Rotarians. On this occasion, I was permitted to speak and called attention to the desirability of a better acquaintance to be promoted in the manner outlined above and I invited the visiting Cuban delegation to be my personal guests when they came to this country to attend the Dallas convention. I believe if this general idea would meet the approval of the Board of International Rotary, that they could get it before the various clubs of the United States in order to make my plan at least partially effective immediately after the Dallas

**These columns are open to readers of the magazine for discussions of questions affecting Rotary policy or procedure, of local or international import. A meeting of minds across the conference table has solved many problems, corrected many thoughtless practices. These columns are intended to fulfill the same function, and will be helpful to the extent that club officials and members enter into frank discussion. Contributions are welcomed, but should be as brief as possible.**

meeting. You know very well what Lamb has said on the subject of not being able to hate anybody that he knew real well, or words to that effect. If this idea makes any personal appeal to you, I hope you will hand this letter to the secretary of International Rotary and ask him to start something going to put it into effect. I would undertake personally to obtain a number of clubs who would be willing to become hosts to a large number of the visiting Rotarians and I would be very glad to hear from you as to your reaction to this subject.

SAMUEL S. BRYAN

Titusville, Pa.

### "Prime Duty"

Editor, THE ROTARIAN:

I have read with interest Ira M. Robinson's letter in a recent number of THE ROTARIAN, also that of John Calvin Stevens of my own State: Both giving a clear expression of their views on the subject of "Rotary Luncheon Attendance." Kindly permit me to use your open Forum to express mine.

I believe that it is well recognized that attendance is very essential to the best functioning of our Rotary clubs as seems also to be the case with all other service clubs. It may well be considered a social necessity. Attendance is the one thing which appealed the least and which seemed unessential to me when I was asked to become a member of Rotary. But it is now the one thing which I consider the most important and most

effective to make Rotary what it is. It creates enthusiasm and enthusiasm means success, especially perhaps in the small-community clubs where such clubs do an enormous amount of good.

To give so little time to his club each week seems to me to be the prime duty of every member having in mind "service above self." The club of which I am a member although organized only about two years ago has already done considerable which has been of immense benefit to our community at many times and in many ways and I believe that I voice the sentiment of the entire membership of my club when I say that attendance more than anything else has made the club what it is to-day, a good, progressive, wide awake organization and a valuable asset to our community.

PAUL D. THIBODEAU

Fort Kent, Maine.

### Attendance Essential

Editor, THE ROTARIAN:

Ira M. Robinson's letter touches a point that must come to the mind of most Rotarians. I believe that, although there is much to be said on both sides of the question of attendance, it is not so much the fact of our being present or absent that counts, but rather the indirect effect on the morale of the absentee. If he misses one meeting, and the club continues to function as usual, as far as he can see; he will find it just so much easier to miss again, and every meeting missed means just so much interest lost in the club.

And so my conclusion is, that if the club is to be kept actively alive, regular attendance is necessary, where at all possible.

THOMAS CROWELL

Avondale, Pa.

### Exchange of Letters

Editor, THE ROTARIAN:

The letter of August Turner of Valparaiso, Chile, in "Our Open Forum" in a recent ROTARIAN entitled "Exchange of Letters," interested me immensely because I suggested something along the same line to Rotary International headquarters last Spring after returning from a trip around, about, and over South America.

Reading the letter recalled pleasant recollections of my delightful day with the Valparaiso Rotary Club last Febru-

ary and similar cordial receptions at Rotary clubs in Peru, Argentina, Uruguay, and Brazil.

I have visited Rotary clubs in many of the forty-four countries, but nowhere was I more impressed with the reception of the spirit of Rotary in general than in South America and in Chile in particular.

When I left North America in mid-winter Rotary's official directory indicated that Chile had six clubs, but when I visited Chile Rotary they proudly told me they had thirty-two clubs with eight more forming; that Chile was next to Great Britain in number of Rotary clubs.

The Chileans call themselves the "Yankees of South America" and Chile in many respects is the California of South America, or, perhaps more politely, California is the Chile of North America. Chile has about the same position on the west coast of South America that California has on the west coast of North America, occupying a strip a thousand miles along the Pacific. California has about the same latitude north that Chile has south.

So strongly did Rotary's growth impress me, that I suggested that a number of clubs in California equal to the number in Chile correspond with each other. For instance, let clubs of similar size in cities of similar size, located about the same latitude north and south correspond with each other. Then let the classifications of each club correspond with the similar classifications of the other clubs.

I cannot stress too strongly the importance of Rotary in South America. In North America we Rotary clubs are just one of a host of clubs, but in South America Rotary is the club. It is the only club of its kind, and as pioneer has achieved a position of influence where it has a tremendous power for service.

A closer contact between Rotary clubs of North and South America as outlined would prove a powerful factor in promotion of international understanding and realizing world peace.

CROMBIE ALLEN

Ontario, Calif.

### What Really Happens

I was talking with a man the other day and he said something about a certain man's "business failing."

That expression irks me, because there is no such a thing as a "business" failing. A business is an inanimate thing—an expression of some man's personality—a reflection of some man's toil and enterprise.

It cannot fail or succeed.

What happens is that the man fails—or succeeds.

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# The Women of Rotary

*Should we endeavor to rewrite Mother Goose?*

By HELENA WEATHERBY

**A**LREADY the temporary insanity plea in criminal cases has the ring of custom. And the way of the transgressor of the unwritten moral law is increasingly easy. Families and friends enjoy a decenter revenge by denying one another responsibility, laying the blame on accidental impressions of the first three years and ancestors long careless of censure or patronage.

The phenomena is so recent that a young lady five years out of college complains that if she had graduated a year earlier she would have been master of her fate; as it was her college turned behaviorist at a critical time and she was doomed to go through life a puppet pulled by the strings of her erratic forebears and her early environment.

At tea one Sunday the conversation turned on this subject. The treatment was light enough, quite suitable to tea, until somebody wondered if this new habit of thought wouldn't soon be reflected in children's storybooks. Surely, we agreed, from the new point of view nothing could be more misleading than the moral values in the stories grown-ups write for children. Where one is good or bad, the good will prosper, the bad are bound to suffer, there are no two ways about it. Our hostess insisted that harm had already been done, she herself had taken these complacent tales so seriously that in her teens she had been too busy being "good" to share in the fun coming to every flapper. It did seem to us that if these storybooks continue to hold the field and the psychologists to find the old moral code increasingly open to suspicion the youth coming of age ten years hence will find himself entirely out of joint with the times. He will have to count his twenty years on earth wasted on irrelevancies and will be obliged to begin again a harder apprenticeship, for it is more difficult to unlearn than to learn.

We attempted the composition of stories of the anticipated sort but we soon ran up against a snag. No amount of "throwing about of brains" served to discover for us what was right and wrong under the new régime. Our college course in "psych" and accidental encounters with that field of investigation since, pooled, seemed to yield no certainty. There was apparently little

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**A woman's page in what is essentially a man's magazine is always more or less of an experiment. Sometimes it succeeds, sometimes not. Can a woman's department in *The Rotarian*, edited for the Rotary Anns of the organization, be made helpful? Those women in Rotary who have expressed themselves are about equally divided in their opinions of the value of such a page. How could such a department be made of the greatest service. Further correspondence is invited.**

---

concern with moral issues; the impression was that they were held beside the point. We decided the psychologists' concern was with the implications behind human conduct and that the moral deduction was left in (or on) the hands of the individual. (The psychology laboratory seemed equally uninterested in the law.)

An earnest young woman declared that the future child's story would deal then with the implications that dawn on few of us under thirty. In that way a child of twelve might have the wisdom and tact to save himself the usual muddling with its wear and tear and loss of time. And once these texts had the monopoly, the influence of the most foolish of parents would be negated.

We lingered on the first necessity of teaching children tolerance for those foolish parents. They would be warned to expect punishment on occasions when their intentions had been innocent. If the cause of the spanking was lost in the horizon of the unknown that surrounds childhood, it might be guessed that through you mamma's pride had been hurt, a monkey wrench thrown into her social machinations, or that papa's superior's wife had gone in for one inanity too many and the annoyance therefrom somehow transmitted to you.

Having spent our giggles, we tried to get down to brass tacks. One of the first things that would be embodied in the new *Mother Goose* is the impersonality of anger and the occasional neglect of your finer feelings. It would be pointed out that people had been known to kick at innocent dogs and pieces of furniture, that cruel words were the outward manifestation of inward pain

as certainly as a dent is the underside of a protuberance. Instead of the philosopher salesman's propaganda that all is vanity and the world belongs to the "yes" man, we would teach the essential loneliness of all people, and that all minds are to an extent diseased and in need of gentle ministration.

When the growing boy and girl discover that a clearance day for their troubles hazards the loss of friends, they would not find the world unsympathetic but too sympathetic. They would know that the friend must share the burden whether you will or not. Out of self-preservation he must discourage these outbreaks. If

the race were suddenly bereft of this protective instinct we should all die of nervous prostration, crushed under our vicarious burdens. This the children would know by rote.

Such were some of the essentials the tea party thought might some day creep into the reading matter designed for the entertainment and edification of childhood. The same end might be served in children's games. For instance, a game of "What's wrong with this picture?" to train the eye to recognize social situations, their cause and their cure.

Grownups are in the process of liberation, when will the children's turn come? Since for them there is no escaping from material dependence, it will be slow in coming. But when the right propaganda is put into their hands—by spinsters and bachelors who can afford to be reckless—and clear child eyes find the steadiness that comes from "having the goods," might not the shams of parents be discarded like garments grown too tattered for modesty? And is there any good reason why the truth about the genus man and the game of life should not be allowed to penetrate the dark spaces about childhood and adolescence? If we decide that no advantage would be lost, let us consider if an advantage might be gained.

## Letters from Readers

### Another Case in Point

Dear Helena:

"The Women of Rotary" has proven quite interesting to me. It is of interest to note what women in other parts of the country are doing, therefore what

I am going to say may be of interest to someone.

The wives, daughters, sisters, and mothers of the Charleston Rotary Club have had an organization for six years, known as the Charleston Rotary Auxiliary. The objects are to encourage and foster:

1. The development of a broader and more friendly acquaintanceship as an opportunity to help the Charleston Rotary Club.
2. The ideal of service as the basis of all worthy enterprise.
3. The interchange of ideas pertaining to the work adopted that it may be promoted to the highest degree.
4. Work among little girls of the city who without outside assistance would be unable to obtain much needed advantages.

The membership is divided into committees as follows: Orphanage, Membership, Health and Happiness, Entertainment, Luncheon, Girls' Work, and Public Affairs.

The first Tuesday in each month we have a luncheon. After the necessary business is dispensed with a prominent speaker gives a short talk or some form of entertainment is provided. The district governor, Dr. William Way, honored us with an address this fall.

We send two girls to a scout camp each summer, provide working girls with meal tickets, present five dollars to girls at two orphan homes for living up to the Rotary motto, and at Christmas we send gifts to the orphanages. All calls for aid that come in are answered.

The dues are three dollars a year, sufficient to finance the club. Each member pays a dollar for the monthly luncheon.

We find that our organization helps us to know the women of the community and makes us appreciate our husband's, etc., enthusiasm for Rotary.

Wishing all the women of Rotary success in their undertakings, I am—

IRENE GAILLARD (MRS.  
BACHMAN) SMITH

### One Woman

Dear Helena:

Your article, "The Women of Rotary—A New Book" is one which has interested me a great deal. I was attracted to it by one of my fellow-workers who recommended it to me as worth reading.

I agree with you that there are numberless ways for a girl or a woman to make pin money, or even an entire salary aside from her routine office work. I know of a case where a man holds a position in which the need of a minor helping hand is required to carry on the work. Instead of hiring a boy, his wife works with him a few hours a week, thus saving the salary which would otherwise be given to pay for outside help. These people have a family of four children and were the husband suddenly taken away, this woman feels she could step right into his place and provide for the children herself.

This question of earning money for girls and women is one of first importance. I think that every girl, whether single or married, should feel that she is fitted to earn her living.

Every month I turn eagerly to "The Women of Rotary" in THE ROTARIAN and I must say that this month's article will be of benefit to more girls than myself.

DAUGHTER OF A ROTARIAN



### Commandment

**T**HE soft wind whispered "I am Spring!  
And I a new commandment bring  
Thou shalt not sit upon the shelf  
Thou shalt deny not to thyself  
True fellowship, which comes if thou  
Wilt nothing ask of why and how  
But wait and trustfully believe  
That love is real, here, alive  
And everywhere twin souls unknown  
Are seeking thee, and one's thine own."

V. C.



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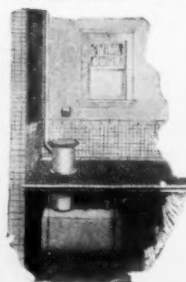


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## CLUB SERVICE

(Continued from page 40)

### Club Publication

MOST of the Rotary clubs throughout the world issue some sort of a weekly meeting notice or club publication. In many instances these notices are edited by the secretary of the club and are mimeographed on the letter-head paper of the club. A copy is mailed to each member of the club so that he receives it just before the next meeting. Other clubs have printed notices which consist of a small folder, while some clubs have more elaborate publications edited by a club-publication editor. But whether small or elaborate, these notices and publications serve as a vehicle for transmitting information to club members. Several thousand of these publications reach the headquarters' office every month. These publications come from every continent in which there are Rotary clubs and they afford a striking example of the practical utilization of the club publication.

The average club publication contains some information concerning the preceding meeting and also an advance notice concerning the program of the coming meeting, giving such details as the speaker, the subject, special musical program, etc. Club publications also contain details concerning committee meetings, activities of committees, and reports on special phases of club activities. Many publications of small and average-size clubs in the United States and Canada print, each week, a list of members who were absent and also a list of those members who made up attendance for a preceding meeting. In that way they urge members to attend Rotary meetings, either in their own city, or in some other community. Some clubs, instead of listing this information in the body of the letter, enclose a specially colored slip of paper in the letter going to a member who was absent at the last meeting, informing him that he had been missed and giving him a list of the nearby clubs, together with the date and place of those club meetings.

THE club publication is also used to remind members that "dues are due." Again in this connection some clubs make use of specially colored slips to remind delinquent members that they are jeopardizing their position in Rotary by failing to pay their dues within the specified time.

An increasingly large number of publications contain information concerning outstanding activities of members of the club, thus bringing in that personal element that induces many people to read a notice or publication that they might not otherwise read. Many publications bubble over with the personality



of the editor of a publication and are replete with excellent bits of philosophy and fine illustrations of Rotary in action.

The weekly notice or club publication is also used to keep members informed as to the activities of other clubs in the immediate vicinity. Most secretaries and editors, it seems, exchange publications with nearby clubs and news is gleaned from these publications and reprinted in the local club publication. Most club papers contain re-printed items from the Weekly Letter of the Secretary of Rotary International, and also include advance notices concerning various items in the forthcoming issue of THE ROTARIAN. In this way the club membership is kept informed of the general activities of Rotary throughout the world. They learn of the election of new clubs and of outstanding things that have been done in many different localities.

In order to satisfy a demand on the part of many clubs, the headquarters' office issues an "Inside Pages" service. On one side of an 8½ by 11 inch sheet are printed items of interest regarding Rotary in general and Rotary activities

in different districts and countries. The reverse side of the sheet is left blank for the club to print, multigraph, or mimeograph local news and other information it desires to bring to the attention of its members. In this way many clubs attain a happy combination of local and international Rotary items. These "Inside Pages" are mailed every four weeks, four issues at a time, to any Rotary club in the United States which subscribes to this service. Further information concerning this "Inside Pages" service, together with price quotations, can be found on page 16, of "Price and Descriptive List" (Pamphlet No. 19). One copy of each issue of this service will be sent without charge to any club requesting it, and the news items contained therein may be used by the local publication editor in his club publication. Any club can get sample copies of this service merely by writing to the office of the Secretary of Rotary International.

The club publication is an excellent medium for the transmission of information concerning Rotary, and a very effective means of keeping the Rotarian interested in his club and its activities.

## The Indispensable Clock

By Arthur L. Lippmann

**A** SELF-IMPORTANT clock whose every chime  
Said, "I am wise and want the world to know it"  
Atop a lofty tower told the time  
To hastening hordes of human ants below it.

Consulted thus a thousand times a day,  
The boastful clock audaciously decided,  
"I'm monarch of the scene that I survey  
And by my works are earth-bound mortals guided."

But microscopic wheels that tick and tock  
At intermittent times persist in sticking,  
So when the town one morning viewed the clock,  
The egotist had ceased his pompous ticking.

"Confusion now will reign throughout the land  
And chaos plague the city's goodly people—  
What will they do without my guiding hand?"  
Exclaimed the bumptious dweller in the steeple.

But chimneys poured out plumes of smoke galore,  
Ecstatic lovers joyously were mated,  
The sounds that blend to swell the city's roar  
Throughout the seething streets reverberated.

When whole again, the wiser clock was heard  
By Jenny Wren to make this observation:  
"I guess no pompous clock or man or bird  
Alone can halt this giddy globe's rotation!"



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Ernest Byfield  
President

Frank W. Bering  
Vice Pres. and Man. Dir.

## Boys' Corner

### 1929 Boys' Week

IN the "early bird catches the worm" slogan we have the genesis of a successful Boys' Week. The early start in laying plans and preparing a full program for observance of Boys' Week is sure to interest and attract the boy, and goes a long way toward assuring the success of the movement.

The more organizations which may be induced to cooperate in the promotion of Boys' Week, with interest in and service to the general plan of a community-wide celebration, just so sure are those sponsoring the Boys' Week of having the greatest possible number of boys participating in the program.

Under direction of the general committee, numbers of sub-committees may be delegated to carry out the various suggested activities. Special days mark the program of Boy's Week, as follows:

Saturday, April 27—Boys' Loyalty Day—Parade.

Sunday, April 28—Boys' Day in Churches.

Monday, April 29—Boys' Day in Schools.

Tuesday, April 30—Boys' Day in Industry.

Wednesday, May 1—Boys' Day in Entertainment.

Thursday, May 2—Boys' Day in Citizenship.

Friday, May 3—Boys' Health Day.

Saturday, May 4—Boys' Day Out of Doors.

The manual of instructions for the 1929 Boys' Week gives a great deal of valuable information to those interested, and can be secured by writing to the U. S. National Boys' Week Committee, 211 West Wacker Drive, Room 820, Chicago, Illinois, U. S. A.

### "Boys' Friends"

This is an old friend in a new guise. Rotary International—Association for Great Britain and Ireland has decreed that the "Big Brother Movement" shall in future take the above title.

The idea is that members of this or any other club should consent to act as a friend to one or more boys coming from another town to take up employment in London or elsewhere, as the case may be.

Such friendship entails no responsibility on the member beyond that of acting generally as a "Big Brother" to the lad in question. The London Club "Con-

tact Man" in this respect is Angus Walbrook. Here are three cases for a start:

C. E.—Holborn Restaurant. From Cardiff.

W. B.—Ritz Hotel. From Cardiff.

E. G. L.—Tri-city Restaurant. From Cardiff.

Any offers?

(From the R. I. B. I. "Rotary Wheel")

### Blind Boys' Band

"It was very encouraging to note the sympathy extended to the Blind Boys' Band on their recent trip to Wanganui, and Mr. Clutha Mackenzie asks me to convey to the Rotary club his heartfelt thanks to all who made the visit so enjoyable. To Rotarian 'Jim' Hodson special thanks are due for, as host, he went to considerable trouble and expense to make things pleasant for the boys. George Buckley was also active in arranging stunts for the band, and the Girl Guides under his supervision raised over £28. The total takings during the visit were approximately £82, which is a very fine result considering that an election was a counter-attraction, occupying the minds of the people."

The above quoted item is taken from the club bulletin of the Wanganui, New Zealand, Rotary Club, and indicates both a commendable and definite interest in a splendid piece of boys' work.

### Organizes Harmonica Band

Few community activities have released as much musical effort in the city of Atlantic City, New Jersey, as the recent efforts of the Atlantic City Rotary Club to start a harmonica band. More than one thousand boys and girls were approached by the instructor who will take charge of the free training. From these, about 40 to 60 will be selected as the members for the uniformed band which Rotarians wish to appear in public meetings of various kinds. Already one musical "find" has been discovered as the result of the competition engendered.

### "He Profits Most Who Serves Best"

"The peak experience in the history of the Rotary Club of Montreal was reached recently, when Chairman Irving P. Rexford took charge of the meeting and made his report on the progress of the Special Campaign Committee of the Boys' Home Drive for \$250,000 for a new Boys' Home. He did not take us entirely into his confidence, but told us enough to whet our appetites for more. We learned that 132 members had subscribed over \$50,000; some gave until it hurt. There are almost one hundred yet to be heard from. There is not a single case reported of a flat refusal from any member. The whole proposition has an appeal that is irresistible. In addition, the writer was told by one of the most experienced campaigners in the city, that it was one of the best organized campaigns he had ever seen. There are no high-pressure methods used; no one is placed in an embarrassing position; the whole campaign is characterized by an expression of spontaneous good-will. There is not the slightest doubt in the minds of any, but that the objective will not only be met, but we are going over the top. But listen! this can only be realized by every last man in the club getting on his toes and doing his full part. The harvest truly is plentiful; let the laborers forget union hours and cover every prospect card as he has been instructed to do, and inside two weeks' time, one of the most successful campaigns ever put on in Montreal, will be an accomplished fact."

The above reprinted from the report of the Boys' Home Campaign Committee, will interest clubs and Rotarians which are sponsoring Boys' Homes or are planning a campaign to raise funds.

Rotary clubs everywhere are coming into a greater appreciation of the latent values possible in salvaging waste boyhood. International Headquarters would appreciate a record of "Boys' Homes" supported either wholly or in part through Rotary effort. Won't you kindly report to us?

### MEMORIAL

*THIS is his monument; not that slight shaft  
Of slender marble on his resting place;  
But this tall shining tower on the sky  
Outlined against a background of blue space.*

*This was the dream he had: these splendid spires,  
Beauty and service met in one clear word,  
And crystallized in lasting stone to make  
Memorial, impregnable, unblurred!*

—ELEANOR ALLETTA CHAFFEE.

## Travel I · M · M



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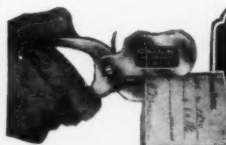
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## How Galsworthy Interprets Life

(Continued from page 38)

side, contrasting groups: but the novel is more than a class portrait: it is a human story, moving, thought-provoking, and inevitable in its climax. One character stands out and becomes real to us forever after: Professor Stone, the old apostle of brotherhood, with his bag of crumbs and his bath in the Serpentine, and his wistful single-mindedness.

THE "Patrician" is a story of principle at war with passion: full of fine writing, the character of Audrey Noel being well drawn in its delicacy, depth, and poignancy. Lord Milton the "patrician," a more difficult study, alienates us a little, just as the bone-dry aristocrat does in real life. He is cruel in his adherence to his own innate creed of leadership. He cannot compromise: what he feels to be his own integrity has become dearer to him than his own humanity.

"The Dark Flower" is a study of passion itself, differently handled, not a class study at all. Passion as it comes to one in innocent youth, in the strength of manhood, reviving on the eve of age to grip the senses. The passages describing the awakening to love of this youth Mark Lennan are amongst the most beautiful Galsworthy has written; it is the beauty of sheer simplicity, of the artist who has come to know how to use each word.

"The Freelands" is a charmingly intimate study of a family and of the pull between one age and the next: we all know what this pull is: it is going on in our own homes. So this is a novel that can become very much of a friend. And just as "The Country House" gave us a view of life from the standpoint of the Hall, the far more considerable "Freelands" treats of life from the viewpoint of the cottage. It is strange that man, whom one would think sufficiently occupied with the regulation of his own life, should have such a fierce desire to regulate the lives of others, but so it is, and "The Freelands" treats of the intangible and ill-defined yet quite real powers of interference which the wealthy estate-owner possesses, over and above the power rightly attaching to riches: and it shows also the powerlessness of the agricultural laborer, much at the mercy of the caprice and prejudice of the large Hall and Farm. Bob Tryst is expelled from the village because of intended marriage with his deceased wife's sister, though this part of the tale is now "dated." Old Gaunt is hounded to death (from the purest motives) because of his daughter's trouble.

Not only is Gaunt's tragic story told with sympathetic feeling for his inar-

ticulate helplessness, but it provides Galsworthy with the means of magnificently displaying his power to create that feeling of suspense before approaching storm, that tense surcharged atmosphere so electrical that it is a positive relief when with a crash the storm at last breaks.

THE brothers in "The Freeland" serve Galsworthy for one of those studies in blood relationship which interest him so greatly, and he certainly is finely successful in differentiating the individuals without losing the family likeness. One of these brothers, Tod Freeland, and his strange wife, provide the idealism which gives a keener edge to the irony; nor must we forget those fiery enthusiasts Derek and Sheila, so utterly incapable of understanding why in this our world palpable injustice is not rectified instantly! We have nearly all known those glorious moments.

So these last three novels, "The Patrician," "The Dark Flower," and "The Freelands," are experiments in three different directions. Then, in "In Chancery," the second book of The Saga, a continuation of "The Man of Property," we have the artist in full perfection again, on his own ground, in his own particular vein, and rendering his story as nobody else can render it because it issues as it were from the very spirit of his art.

There follow "To Let," and two short studies or interludes, "Indian Summer of a Forsyte" and "Awakening," making up the Saga. "Indian Summer of a Forsyte" is written with special tenderness and charm: it epitomises the passing of an age, the age of balance and form and golden leisure. With the death of old Jolyon the best of that age seemed to pass.

"In Chancery" is vigorous, exciting, satirical. The man of property, Soames Forsyte, and his wife have been living apart; but now Soames wants a child to inherit his wealth: he would marry again. We see his efforts to obtain what he deems to be justice, and the painfulness of our system of rendering justice; and then we see the deep-rooted Forsyte instinct to hold what has been his, we see it mastering his new interests. He comes in contact with Irene, whom he is seeking to divorce, and, man-like, wants her back. Why should she go to his cousin, who loves her and who is willing to rescue her?

"Awakening" is the study of a child's mind. The Saga advances another step

on its march. This is the child of Irene and young Jolyon, and it is the "awakening" to beauty of this gay yet thoughtful little boy—a child's crisis that is caught and crystallised for us.

"To Let" gives the next generation on the threshold of youth; the little boy grown to a shy loving-hearted young man, not in the least prig, but really and truly human, one of the most loyal characters in fiction; and we see the child of Soames' second marriage, a girl, Fleur, fascinating, provocative as all young girls are, full of the restless longings of modern youth, but with the fundamental Forsyte instinct of possession and the added hardness of this new age with its self-will and egoism. "To Let" is the poignant love-story of these two young people separated by a family feud that ought never to have arisen.

"The White Monkey" which continues the Forsyte chronicles with the life of Soames and his daughter, is a wonderful instance of the way in which a great artist assimilates the spirit of rapidly changing times. One critic was grieved to find slang in a Galsworthy novel; there has always been any amount in the plays. But is it not something of an achievement that this same writer who caught the measured pulse of the last days of the Victorian era so truly should also catch the rapid pulse of modernism and give us a novel reflecting the very heart and mind of post-war youth?

THE Forsyte books make an epic in English fiction, for they are full of tragic and beautiful as well as humorous and satirical studies. Who can forget the portly Swithin, or the anxious long-legged James, or the old aunt for that matter! Or who could forget Montague Dartie, the very human "boulder" who married Winifred, Soames' sister? One sees Monty forever with his carnation in his button-hole, and one does not forget that home-coming, after his wild flutter, or the revealing touch of the cracked shoe-toe. There are many young people besides the two one has to keep mentioning. There is serious grey-eyed Holly with a special charm of her own, and "Jolly," then Val Dartie, and Michael Mont, Michael whose character develops rapidly.

"Five Tales" comprises five long-short studies each a masterpiece and all very different. In these the author has perfectly fitted length and theme with atmosphere and expression. A Stoic is one of his best character studies: The Apple Tree a lyric in prose, the flying rapture

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of Spring embodied in a love-story with Devon for its background. The Juryman is a piece of psychology subtle and clean. The First and The Last deals with a terrible situation. Tatterdemaleon is a mixed collection of tales and sketches some of which brought about prison reforms.

**A**ND now in "Caravan" we have assembled all these short stories, with the tales from the volume "Captures" added, and put together in an interesting way. Wherever the author has two studies dealing with a similar theme, or with some fundamental resemblance, he has placed them side by side, the earlier preceding the later. Thus the reader can see what alterations of vision and treatment the developing artist has used. Thus you may enjoy "A Man of Devon" and "The Apple Tree" in tandem; or Spindleberries, with its effect of Beauty incapturable since in a thousand moods, and the brief story "Salta Pro Nobia," this last telling of the final hours of a French dancer, at a convent, about to be shot as a spy. This sketch is written with rare simplicity, delicacy and restraint, and masterly is the apt way in which each word contributes to the picture.

"The Silver Spoon" continues the story of Fleur and Michael Mont, of Soames and other Forsytes who appeared in the Saga and reappeared in "The White Monkey," and like each earlier book, has some characters all its own. It is a picture of the Monts in conflict, Fleur socially, Michael politically. This book forms part of a trilogy that has followed on the Saga, this trilogy being made up of "The White Monkey," "The Silver Spoon," and the latest published book "Swan Song." In "The Silver Spoon," Fleur and Michael are again gracile, alluring, utterly foolish. The plot details are light, but that does not matter, for this is a novel of brisk incident and gay remark, of social satire and political analysis—a swifter moving story than "The White Monkey." One now comes to enjoy to the full sitting at the feet of Soames. The characterisation of him is fine. Here is a book to be enjoyed by cultivated people everywhere, for it is charming, urbane, witty. The technique will never annoy. So might one speak of "Swan Song." This last book has an effect of marginalia on the pages of the present that is fascinating. The passing of Soames is touching: one now values the man aright. His death is the death of the passion we hear of to begin with in "A Man of Property." Some admirers wish for no fresh Forsyte book: they dread anti-climax. But there is little Christopher, son of Fleur and Michael—Christopher with his silver spoon: he is coming along, too! Long live the Forsytes, from generation to generation!



# The Craft Code as a Social Need

By ARTHUR E. MORGAN

*President of Antioch College*

**W**HILE traditional government tends to break down in the complexity of modern life, new forms are developing which put control into the hands of responsible and self-respecting men. Important among these are professional and trade associations. Almost every field now has its organization with a code of ethics and standards of practice determined by the more representative members. These associations do more than government compulsion to raise standards. They are promising expressions of self-government.

In earlier times men might judge accurately the quality of the simple services and goods they required. Today we often lack time to investigate character, or skill to judge specialized goods or services. We sometimes see big reputations built more quickly by widespread publicity than upon excellent quality. Government cannot protect us from exploitation, except in extreme cases. Here and there the law may bring stragglers into line, as did the pure food laws; but unless there are organized forces to sustain right motive, government becomes helpless.

Professional and trade associations are providing such forces. Men keenly desire the respect of their peers. The influence of standards voluntarily set by associates is a powerful force for the discipline of human conduct. That influence, rather than legal compulsion, sustains professional and business morals. A calling seldom develops high standards through individual action. Only where men unite to set standards for themselves do honor and pride of workmanship generally control.

The exchange of opinion and experience which goes on in such associations is a great force for improving service. If even our political bosses should organize an Institute of Professional Politicians, with a professional journal and a code of ethics, their innate quality and desire for the respect of their associates in time would turn the organization into a constructive force for efficient government. Professional papers would describe significant developments of methods, in refining and legitimatizing graft, and in bringing political assessments to the standing of lawful taxation. It soon would become unprofessional to take unreasonable compensation for running the govern-

ment, or to do a bad job. Professional status would be sought and achieved.

Professional and trade associations have not universally achieved standards that promote the general welfare or represent fair play. Certain employers' associations, while organizing effectively to protect their own interests, deny a similar right of association to their employees. Sometimes, with power well in their hands, they impose unjustified conditions of employment.

Union labor sometimes sets thoroughly unsocial standards. In a union printshop advertising copy received in stereotype form ready for printing cannot be used unless a compositor in that shop resets the advertisement and distributes the type—a sheer economic waste.

**T**HE profession of law is gradually surrendering long intrenched privileges. In architecture, and somewhat in engineering, the custom of charging for professional services a percentage of the cost of the work designed is a firmly established evil, tending strongly to prevent the finest workmanship. If an architect is paid 6 per cent of the cost of a building, after he has made a reasonably good design every economy he plans costs him double; he is not paid for the extra work, and if by his extra effort he reduces the cost, he thereby reduces his own compensation. The finer work he does, the less is his profit.

Only to a limited extent can his professional pride override his financial interest. An unnecessary conflict is set up between the economic interest of the architect and that of his client. In large public work this custom enables the architect to state a large fee in a small figure, and is one reason for the unsatisfactory condition of American architecture. Other methods of compensation are feasible which encourage excellence and economy, and narrow the gap between the financial interest of the architect and that of his client.

Thus in many callings there is need for bringing standards of practice into harmony with general public interest, especially since the ethical standards of organized callings are more and more the chief protection of society.

The code of ethics of any professional or other association expresses the



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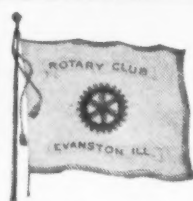
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desire to make the standards of conduct in that calling deserve the approval of all self-respecting men. Yet we see imbedded in many callings customs and standards that support and defend special privilege and unsocial attitudes. If these associations are left to themselves, such antisocial customs may become entrenched until they are considered rights to be defended at all costs. The expression "ethical conduct" thus sometimes comes to have highly specialized and arbitrary meaning.

A profession or an industry cannot be left finally to determine its own standards. In some way it must be made to harmonize with the interests of society as a whole. Just as a professional association disciplines its members to maintain its standards, so it is necessary for society as a whole to develop a master code of human conduct which will set the standard for all callings. No ethical pronouncement of the past meets present needs.

As such a master code takes form it will define those elements of human

attitude which are universal, and not peculiar to any calling. Whether formulated by some league of organizations which American genius may create, or existing only in the general temper of the age, such a master code must be the type and control of every special code.

The liberal college can help greatly to this end. Its students are not yet lawyers or engineers, physicians or manufacturers. Before their loyalties and interests are focused upon their peculiar callings they can be made to range over wider and more universal concerns. College students may come to have sympathy and understanding with men in all fields, and may share those common interests which transcend all special boundaries.

Professional training alone is not enough. Before one becomes a professional man, craftsman, or merchant, he needs to fix his deeper roots and more controlling loyalties in the all-inclusive profession of man.

## Give to Live and Live to Give

By L. E. Hertslet

D'you want to know the way to live?  
(not "dolce far niente")

It's this, my son,—“Go out to give,  
and go on, giving plenty.”

And—if you strike a cheery man, who  
full of pep and nerve is,  
You've surely met a chap who can  
teach you the joy of service.

The Good Samaritan, for one, has blazed  
the way for others

And taught us all the top-hole fun of  
counting men as brothers.

If you'd be never “on the shelf,” a valet-  
tudinarian—

Then “Service” put in front of “Self”  
(the slogan is ROTARIAN!)

The selfish, ego-centric way has mighty  
little in it,

But try a “helping-others” day, it's  
worth-while, every minute.

You'll, may-be, get a little praise, occa-  
sional, disjointed

But if you look for that, always, you'll  
sure be disappointed.

Although some thanks are very nice,  
and make the going pleasant

They, honestly, don't cut much ice, at  
any rate, at present.

Perhaps when you've arrived “up-  
stairs,” more praise will then be  
showing.

But if it comes or not, who cares?  
Meantime, just keep on going!

Old “B. P.'s” got the right idea (he's  
clever at discerning),

When with a vision, fine and clear, he  
sets the Scouts “good-turning.”

So here's the road, the finest road, it's  
old and yet it's modern.

The Master, by His own Life showed,  
this way His feet have trodden.

A life that's solid-packed with joy, the  
only one worth living,

That's full, and fine and free, my boy,  
just overflows with GIVING!

“The Solarium”

Florida, Transvaal



# Trail-Blazers

*How one Rotary club is supporting the Eagle Scout Trail Movement*

By FRANK M. TENNEY

**D**OES the individual Rotarian accomplish the greatest good by dealing with the ideal of service objectively, as applied to the altruistic impulses of his business and community life, or by dealing with it subjectively, using it as a constructive instrument to achieve material well-being for the individual?

Does the ideal of service mean something to be ever sought but never attained, as other ideals are pursued, or does it mean day-by-day endeavor to serve with the tools of brain and brawn with which we are endowed?

In answering these questions, let us glance at the work being done among Boy Scouts in some of the U. S. western states by Edgar Gleim Maclay, chairman of the Boys' Work committee of the Great Falls, Montana, Rotary Club and Boy Scout Commissioner of Great Falls.

Mr. Maclay is the father of the Eagle Scout trail movement, now in the fourth season of its development, which has for its object the cutting of trails through heavy woods, over rushing mountain streams, and across canyons to hitherto inaccessible lakes, waterfalls, glaciers, geysers, hot springs and other beauty spots in some of our largest national parks. With their own axes and hatchets a group of boys, under the direction of Mr. Maclay and others, have cut these trails, living at their own camp in the wilds of the national parks where the work is in progress. Transportation is provided to and from the camps and their supplies are furnished by the park executive organization.

A native of Montana and the son of a trail-blazing pioneer, Mr. Maclay acquired by inheritance a love for the forests, rainbow-tinted mountains and other beauties of the West. Rotary's ideal of

service was to him a personal responsibility. His work as Boy Scout Commissioner was, likewise, a personal responsibility so it was natural that he should combine the two and, in seeking to be of practical service, should engage in a work which not only interprets his personal ideal of service but provides an outlet for the youthful energy of the Boy Scouts under his direction.

The Eagle Scout trails have provided new and marvelous feasts of beauty for the thousands of visitors to the U. S. national parks each year. The first Eagle Scout trail was cut in Yellowstone Park in 1924 by Boy Scouts from Montana, Idaho, Oregon, and Washington when six miles of trail were completed. Only those boys who had achieved the Eagle rank in Scouting were permitted to take part in the work and that rule has been followed since. But what a goal for the beginner in the Boy Scout ranks! Two weeks in the open in one of the national parks, companionship of the finest sort, a culmination of boyish dreams to face Nature in her most formidable aspects with the opportunity to exemplify in a practical manner the fundamental principle of Scouting to "do a good turn daily"—it is small wonder that Scouts the country over are working industriously to win the Eagle rank.

The first trail completed bears the inscription: "Eagle Scout Trail, Built by Boy Scouts of Eagle Rank from Washington, Oregon, Idaho, and Montana." In accepting it on behalf of Yellowstone Park and the government, Park Superintendent Horace Albright paid a high tribute to the boys and to Mr. Maclay.

"You boys who have come here this summer are trail blazers in a double sense; you have made this physical trail, and you have established



Edgar Gleim Maclay, of Great Falls, Montana, originator of the Eagle Scout Trail Movement



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a precedent which will be followed with benefit to all," he said. "I thank you boys and congratulate your leaders. I want to especially congratulate Mr. Maclay, who originated the idea."

Encouraged by the success of the first venture, Mr. Maclay continued the work the next summer on a more extensive scale, the Eagle Scouts under his direction blazing trails in Glacier National Park, Mt. Rainier National Park, and Yellowstone. Two Wisconsin boys came westward to join in the work and requests to take part were received from Scouts in many other states. Applications came from fourteen states in all and because the organization could not accommodate all the boys who wanted to help, it was found necessary to limit the activities that year to two camps of thirty-three Scouts each. The Yellowstone Park camp was maintained from August 9 to August 16 and the Glacier Park camp was maintained from August 16 to August 30.

Plans are now being made to further enlarge the activities of the organization with the result, it is hoped, of accommodating all the boys who apply hereafter. A couple of years ago, Eagle Scouts from the territory west of the Mississippi River, north of the state of Missouri and east of the Pacific Coast states were eligible to take part in the work, each camp, as before, being limited to thirty-three Scouts each. The Eagle Scout Trail committee directing the work is composed of Mr. Maclay, chairman; Frank Morrell, and Dr. John A. Donovan. John H. Piper, of Spokane, regional Scout executive, has general charge of the camps.

"If we continue to carry on the program as it is now laid out the work will continue until all of our national and state parks—and perhaps the parks of other countries—will have their Eagle Scout trails," Mr. Maclay says. "The underlying purpose is to offer to Scouts of Eagle rank a further opportunity to live the 'daily good turn,' which, with the living of the Scout oath, is the foundation of Scouting.

"I can see the day when Canadian Scouts shall have begun their Eagle Scout trails in

the Canadian Rockies. Then the Eagle Scouts of the United States and Canada may hold a joint camp to complete the last link of a trail along the crest of the Rockies and across that International Boundary which has no barriers to men and women of peace and good will. And at that point might not a Cross of the Rockies be erected by the Boy Scouts of the World—a visible pledge of their endeavor to do their share that peace on earth to men of good will may prevail?"

The Eagle Scout trail idea was adopted as an authorized project by the Boy Scouts of America and has been warmly endorsed by Stephen Mather, retired director of the U. S. National Park Service.

In addition to this great work, the Rotary club is further winning the friendship of boys and girls through a summer vacation camp they have established for all members of the Boy Scouts, Girl Scouts, and Campfire Girls, and to which they have given the name "Camp Rotary." The camp is located sixty miles south of Great Falls, high up in the mountains, on the National Park-to-Park Highway, which connects Yellowstone and Glacier National Parks. It was established in 1916 on Forest Reserve ground leased from the government and the first year permanent buildings were erected by members of the Rotary club with their own hands. From year to year the camp has been improved. Last year a swimming-pool was established and this year the camp was surrounded by an ornamental fence and supplied with a new water system.

Members of the Rotary club pay a small annual assessment for the maintenance and improvement of "Camp Rotary." Frequent additions to the fund

come in the form of special contributions.

By similar provisions, or by help in other work of the Scouts, various service clubs of the world have incidentally provided themselves with a common interest which should make their own community effort better. Channels of international thought, no less than physical aids to communication, are essential to world security.



Marker on the first Eagle Scout Trail in Glacier National Park, Montana

# Vocational Service

"What it means to me in terms of Rotary"

By IVAR JANTZEN

Past President, Rotary Club of Copenhagen

ROTARY INTERNATIONAL desires that we should deepen the conception of vocational service by a number of lectures, of which this is the first.

In short, the idea is that we ourselves shall be instilled with *Rotary views on every activity as a service*, and that we shall spread this idea by our example and by direct work for the cause. The *Rotary code of ethics for business men of all lines* shows the object in concise form, and would therefore serve excellently as a program for any business or trade combine.

The chief principle is the conception of altruism as being of primary importance, and preferable to egotism as a creator of happiness. This will focus the mind on service under all conditions, and put into practice that golden rule: "do unto others as you would have others do unto you."

Vocational service specially concerns our calling; we should look upon this as a chance given us to serve others, a chance of getting more value out of that part of our life which is spent in work.

Having acquired these views, there can be no activity of any importance which will not give any leader full opportunity of developing along these lines to the best of his ability, at the same time creating contentment and harmony for himself and his surroundings.

It is in the nature of man not to be happy unless he gets the opportunity to develop and expand his abilities and possibilities. This is generally recognized by the Rotary movement as a necessary condition for man himself and for society—and Rotary adds—as a supplementary condition that the object of all development shall be altruistic service, based upon the highest moral.

The head of any undertaking has to fight on many fronts with varied interests. Generally it seems hopeless to make everyone satisfied. Every business man has experienced what it is to be urged on one hand by salesmen and partners who wish higher salaries or less work—on the other hand by customers who wish cheaper prices and better goods—and thirdly by competitors who threaten to remove all possibility of competing by lower offers and improved qualities.

The business man is the mediator among such varied interests. In such situations it is necessary to have strong principles and to follow a straight course, never doubting it to be the right

one. Rotary shows you this course by pointing to those eleven shining points marking the way which may be followed confidently by everyone.

HOW is one to produce better and cheaper goods when at the same time employees are to have higher wages on better terms? There is only one method,—viz., to become more capable—to improve yourself and to make your co-workers more efficient—fighting against loss of time and labor, working for greater efficiency, profiting by every chance, every development, of the activity itself and its technique, and possibly by reorganization on service principles.

The whole matter looks somewhat involved beforehand. A man's aims in life are varied and may be classified in his relations to: sellers, partners, customers, competitors, to his business as an entirety, to society, and to international duties. Rotary, however, joins it all together under the one single heading: service, which as a leading star shows the road onward through all difficulties, and takes everything into consideration.

The Rotary object is to influence men to become inspired by the Rotary spirit. The club should act on a man in each branch of business, in order that he, in due course, may become the center of good influence on those who are in the same line of business. When a stone is thrown into water, it causes ripples to spread over the surface. Thus good influence may spread over a large field. But as the ripples must be kept active, so also must new influence be brought to bear on these centers.

It is of vital importance that the head of a business should be the right man, with the right spirit. Any business will invariably, to an outsider appear as an enlarged picture of that man's character. Every detail, every decision, the spirit which penetrates the whole undertaking, all reflect "the man." Each defect in his character will show up and be noticed in the picture, and each good trait leave its trace. Every good feature will bring prosperity, while the minor ones will hinder and stop growth. When analyzing your own faults, you will invariably find the reason to be some fault in your character. Accordingly, the first demand put to any leader is for him to purify his own character, and to work on his own improvement. The man is the principal center.

We begin therefore with the man himself. The right man comes into right contact on every side. A modern business man receives a number of impres-

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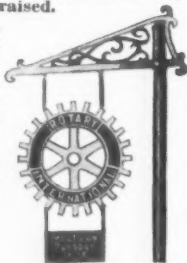
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sions from every side, constantly being subject to a discordant roar from the surrounding world. Now all depends on his ability to act as a sounding-board with strings tuned to harmonious unison, ready to separate from that great roar that which is in tune, and to resound it in accordance with his personal convictions. We all know this from the wireless: you have to adjust and select finely and exactly, in order to secure the right tune from the great chaos.

Character is like a style of building; it lends purpose and harmony to its surroundings. The masses of stone and other materials are fashioned so as to create an impression which reflects an idea.

Every action taken by the man in his business shall be carried forth by an idea, by an ideal, and this is what gives the business its character in unison with the man's own.

Looked upon as a mosaic, too near and in detail, it consists of a number of small stones of different size and color, but at a distance the whole picture, which lends a purpose to each little stone, reflects the man and his ideal and that which he aspires to.

The smile of this picture, that which puts it on a higher level and makes you love it and be pleased by it, is the great message of love called service.

Our vocational service puts all the six objects of the Rotary movement into execution. It does not therefore follow that they shall be neglected in that part of our life which lies outside our business. The harmonious mind will make a man act in unison in every case, and under all conditions.

In speaking of vocational service today, I do not intend to advise the traditional division of a man's relations with the outer world into such as: partners, customers, calling, society, etc.

There is no necessity of proceeding thus. We must begin with the man himself, as shown by the Rotary club, in order to have him under the right focus. In his reflection the business and every side of it comes next. The total makes the whole branch which ultimately must work to serve society. If the man is right, his business will prove to be right, and thus ultimately it will influence the whole craft, when others see the advantage of following the right man's good example.

It should therefore be the object of every business man to propagate the view that every activity, every business, should be valued according to how it benefits others. Conditions should be adapted with this view in mind, in order to make everything as effective and serviceable as possible.

**E**VERY man should feel the responsibility of having been allotted the task of adjusting his own small or big domain in the best possible way. It is not for the Government to regulate and

legislate for every detail in every department of life.—Each craft should make it a point of honor to settle its own duties towards society.

This necessitates frank collaboration on all sides and gives the whole matter a different aspect to former methods of fighting, competition, and enrichment. Therefore the Rotary motto confirms our own conviction, the fact that all parties will benefit by these new views.

It is, however, a large task.

First of all, it is most important for everyone to understand his own job, and that of his craft fully. He should find its best working methods, limitations, and significance, what society demands and expects of it, and then aim at placing each person in his right place in the organization. The craft itself shall be placed rightly among other social activities. Almost every craft requires a branch organization to draw up these main lines—and Rotary members should make an effort to inspire these organizations with the true Rotary spirit. In short, act as though the eleven points were the fundamental law.

Rotary members must attend their craft meetings, this is part of their vocational service. On the platform and in all relations to his colleagues the member should make every effort to win them over to the views which he has received through Rotary. There is no necessity on such occasion to mention Rotary, or to preach. The Rotary spirit is best understood by a number of practical cases, solved in the spirit of "service above self."

**T**HE rules of the society may be extended by special "ethic fundamental rules" for execution in that special line of business. Rotary International has cooperated in making hundreds of such rules for all possible lines of work, and still wishes to be informed by members from each club whether these rules have acted for the benefit of his business, and for the good of parallel cases in other towns. Difficulties are often believed to be local and caused by special conditions. They appear however to be identical in all towns, and good advice and organization rules distributed by Rotary may therefore benefit more than one center.

Rotary acts as an intermediary between colleagues of the same branch at places of different development. These impulses from town to town will not only further development in the right way, but secure a broader basis for the individual, and greater moral assurance when organizing his craft.

Efficiency and elevation of the ethic standards are the main line along which is developed full justice in all directions, and due regard to buyer and seller.

It will soon be proved that friendship and cooperation give better results for everyone than selfishness and ruthless



competition. Rotary principles point towards modern economic organization as opposed to unrestricted individualism of former times. Rotary principles have in most instances been technically established and proved. How interesting it is to reach the same practical result from two quite different sides—old ethic rules are confirmed as being of the greatest practical adequacy.

It may be proper and natural that one profession be developed by individual activities winning forward by a single man's efficiency and energy. The whole thing will, however, give the impression of being rather casual, but, bye and bye, the right plan of organization will be discerned. This applies to the establishment, size, and technique of the business, its homogeneous form of action and relations all around.

WE have too many examples of competition and individualism causing bad results, for all parties. Distribution of petrol or gasoline is at present causing complaint in Denmark. I am, of course, not competent to go to the bottom of this matter, but it seems strange that competition has caused the erection of so many tanks that each tank only can sell about 40 gallons of gasoline per day. Reasonable cooperation would have established a cheaper arrangement for the public and better

utilization for the benefit of all parties. As conditions are developing today, this work is apt to extend beyond the home country. Business men will in many ways have influence on international conditions in the future. Even now, so soon after the war, commercial and financial cooperation between the countries may be noticed, irrespective of former antagonism. Production and trade are becoming more international each year—by distribution of work and establishment of combines and cartels across the frontier. Much has been said of the restricted tariff territories in Europe. This must be brought to a climax before it can be solved, and it may not be long before tariff unions will bring about a necessary *rapprochement* between the peoples.

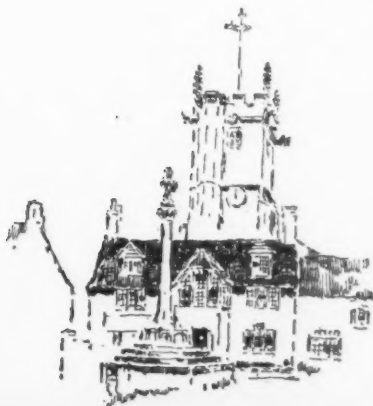
Each branch and each business will often have an opportunity of cooperating abroad through personal friendship, exchange of goods, of ideas, of knowledge for mutual benefit, and here again it is proved that cooperation is better than enmity and competition. Rotary members have special facilities for coming into contact with colleagues abroad. Thereby the road is open for friendship and collaboration, understanding, and international peace by a world fellowship of business men, united with the object of carrying Rotary principles into practice.

## The House

**A** LORDLY house, the work of brain and hand  
That wrought for beauty old, yet new,  
Brave like a guard, tall, stately pillars stand,  
The courtly halls are shining vistas through;  
Apart from traveled ways, serene, it doth beguile  
Whence soft leaves whisper and sweet flowers smile  
—The boyish dream you dreamed come true!

But, oh, I see a lordlier house afar,  
You builded through life's hard young years  
Of high bright aims no hostile force might bar,  
Care's brambled path of hopes and fears!—  
Strong, clean of heart 'mid puzzling ways of men,  
You built as one armed with the strength of ten  
—The spirit's citadel this house appears!

—L. W. W.



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# Along the Highway

With W. G. Sibley

## THE MAGAZINES

**R**ECENTLY the boy was home for a week from the city business life he loves. He left yesterday and overlooked a couple of magazines he had brought to the house. We picked them up and looked them over. One was World's Work. "Good stuff," we thought. The other was Cosmopolitan. "Not so good," was the idea that flitted through our mind.

But we remembered when Cosmopolitan was printing perfervid novels by Robert Chambers in our romantic years, and how we enjoyed them. That was before the Atlantic, the North American Review, the Forum, and the news of science came to fit our taste in magazines. So, for old times' sake, we looked over the Cosmopolitan. What we found in it surprised us. The Saturday Evening Post is about all our light reading.

Well, the first thing we found in the Cosmopolitan was Odd McIntyre, who hails from our home town, and for whom we have always had a warm personal affection, writing on dandruff and barber shops under the caption "And Now They Call It Epithelial Debris." Much of it was Gallipolis stuff, chuck full of humor and happy expression, really a masterpiece among McIntyre's clever reminiscences, and a highly entertaining exhibition of his characteristic easy reading.

A few pages more and an article by Andrew Mellon. We opened our eyes in surprise. He was writing on "If I Were a Young Man Today." Imagine! We quote:

A young man with no financial backing, but with character, ability, energy and education is no less cir-

cumscribed in getting a start now than in the earlier days. Quite the contrary is the case.

The same rules of success hold good now as they always did. . . . They are the best proofs that America is still the land of opportunity.

On a bit, Helen Rowland writes "I wish I were a Man," and tells why. She says "man is Nature's Pet, today, yesterday and forever. And every woman knows it. . . . The average man's life is one long, sweet, fascinating adventure." Two closely printed pages full of men's and women's ways, as Helen says, "ever since Eve pinned Adam up in fig-leaves." Then several pages by the Earl of Birkenhead, a forecast of what this world will be in a hundred years from now. Among the things he predicts are:

Babies will be produced by chemists in laboratories. The entire institution of marriage will be changed. We will all live to be 150. No one will need to work more than two hours a day. Agriculture will be abolished and all foodstuffs produced synthetically. Man will be able to alter the geography or climate of the world. Sitting in our homes we will see and hear events the world over.

Too good to be true, is our reaction to this, but Lord Birkenhead gives the reasons for his belief in a most suggestive way. It occurs to us that readers of magazines may occasionally find something worth while in the very popular publications regarded as: necessarily frivolous because they are so popular. —Reprinted by permission from the Chicago Journal of Commerce.

## Freedom

By Maud Luise Gardiner

*HE, whose armour is his own conviction  
Minding not the ways of other men;  
He, who finds in simple faith a benediction  
With a well-chosen book or friend—  
Is master of himself, and lives to own  
More than lands or a kingly throne.*



# The world we live in

TODAY the world is literally at our doors. A spin of a dial, and we listen to the President in Washington, or a football game in San Francisco. From our talking machines the greatest of operatic stars sing to us, the foremost dance orchestras play lively syncopation of our choosing. Our automobiles stand ready to whisk us over smooth boulevards to new scenes. Monday is no longer blue: the family washing is done by electricity; so, too, is the cooking, and the preserving of food, and the sweeping of floors.

Yes, the world we live in has changed . . . changed marvelously for the better.

Have you ever stopped to consider the part advertising has played in this change? Glance over the magazine advertisements. How many of the products mentioned are old friends of yours, familiar because you already own them or intend to get them soon! And the articles in your own home. Every one of them, probably, is advertised, either here or elsewhere. *The chances are you first learned of them through the advertisements.*

Advertising is important to you because it keeps you informed of the changes in the world. It tells you of new products, of improved designs and workmanship and materials. It helps you to spend your money wisely and well. It points you to the better things of life.

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*Advertising is the herald of progress*





*Reproduction from a color photograph of El Contento, the estate of Warren Wright, Golf, Illinois, by Wilfred O. Floing*

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Among prominent persons and institutions served by Davey Tree Surgeons are the following:

HON. EVANS WOOLLEN  
GREENWICH, CONN.

TREE ASSOCIATION  
ERLANGER COTTON MILLS  
MICHAEL F. CUDAHY  
KANSAS CITY PARK BOARD  
SIR THOMAS TATE  
RANDOLPH-MACON SCHOOL  
ROBERT BACON FARM  
RUTH DEAN  
C. SIDNEY SHEPARD



JOHN DAVEY  
1846-1923

Father of Tree Surgery  
Reg. U. S. Pat. Office

## A science, a philosophy, an ideal

Most people have had an instinctive love of nature, even before the time when "the groves were God's first temples." But few seemed to realize that trees were actually living, breathing things and subject to disease and death. More particularly, no one ever dreamed that anything could be done to save them.

Then John Davey came into the world; and because he was an unusual lover of nature, he chose to acquire training in horticulture.

Before his time trees were more or less generally the victims of neglect and often of abuse. John Davey conceived a great idea; he studied the sciences to provide

a basis for his theories, and then worked out a systematic method of treating trees to save them. This was nearly a half century ago.

Only occasionally is a man permitted to give the world a new idea. John Davey did more than this. He created a philosophy, built around his new science and based on the essential principle that the tree is a living, breathing organism.

To him this whole thing became a great ideal. Under his forceful and devoted leadership there was developed a system of principles in practice and conduct, of business and professional ethics.

No man can continue in the Davey Organization, although John Davey has been dead six years, unless he remains true to the science, the philosophy and the ideals of the founder. You can trust Davey Tree Surgeons. They will do only those things that ought to be done in your interest.

**THE DAVEY TREE EXPERT CO., Inc., 245 City Bank Bldg., Kent, Ohio**

Branch offices: New York; Boston; Providence, R. I.; Hartford, Conn.; Stamford, Conn.; Pittsfield, Mass.; Albany; Montreal; Rochester; Buffalo; Toronto; Philadelphia; Baltimore; Washington; Charlotte, N. C.; Atlanta; Pittsburgh; Cleveland; Toledo; Columbus; Cincinnati; Louisville; New Orleans; Indianapolis; Detroit; Grand Rapids; Chicago; Minneapolis; St. Louis; Kansas City.

*Send for local representative to examine your trees without cost or obligation*

# DAVEY TREE SURGEONS

MARTIN L. DAVEY, President and General Manager

H. R. DONNELLEY & SONS CO., CHICAGO

